# Samarth Nayyar

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### **Education**

### Vellore Institue of Technology

Electronics and Communication 2016 - 2020

#### **Delhi Public School**

Science Stream (PCM)

# Fields of interest

**Design** (Figma, Adobe XD, Sketch, Photoshop, Illustrator, After Effects, Lottie)

User Interface and Experience Design, Motion Graphics, Graphic Design, Prototyping, Illustrations, UI Motion, Wireframing, Lottie Animations, UX Writing, Design Systems

### Development

Frontend Development, Frontend Animations, Responsive Frontend, Server Side Rendering.

# **Work Experience**

 $\textbf{Paytm Insider} \quad \text{Product Designer} \quad \text{(UI/UX, IIIustrations, Motion Graphics, Wireframing and UI Prototyping, Design Systems)}$ 

Building experiences for people on the paytm application (paytm chat) this includes building a full up to bottom chat platform built around a new design systemand on the insider application, web and mobile web portal.

June 2020 - Currently Active

MakeMyTrip (Golbibo) Product Design Intern (UI/UX, Illustrations, Motion Graphics, Wireframing and UI Prototyping)

Part of the cabs and buses vertical at MakeMyTrip (Goibibo). This included the portal for selecting a bus to a selecting a bus as a whole revamp to make it more accessible (both mobile and web), while in cabs it was about selecting a bus type

2 months, December 2019 - May 2020

### Airtel (Payments Bank) Product Design Intern (UI/UX, Illustrations, Wireframing and UI Prototyping)

The 2 months included of building a new platform for the merchants to handle their customers. Very similar to the Airtel Thanks application in features but the navigation was redefined on the mobile application.

2 months, May 2019 - July 2019

Vicara Design and Marketing (UI/UX, Illustrations, Wireframing, UI Prototyping, Social Media Management, Indiegogo Management)

18 months of part-time job with college, working on building a product page and it's support software from scratch. Also building a community online on social media and indiegogo to raise a \$100,000 funding round.

18 months, August 2017 - December 2018

### Ofbusiness (Matrix Funded) Product Design Intern (UI/UX, Illustrations, Wireframing, UI Prototyping)

Working on a sub-brand of ofbusiness, building its logo, colout system and brand guidelines from their website to their large place banners. Also a motion graphics promotional video for the company to pitch to their investors.

2 months, May 2017 - July 2018

## **Communities**

# Developer Student Clubs VIT Community Lead

- Working with a team of over 60 people on over 20 project and 25 events in a calendar year.
- Projects were selected for `Build for digital India` and `Solution Challenge` second rounds.
- Was invited to `Google I/O` for mine and my teams contributions as a DSC Lead and team.

### GDG Bangalore Designer

- Worked on designs for Devfest.
- Volunteer during event conducting
- Give a talk on design as a career.