

Srishti Matta

Product Designer

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[LinkedIn](#) · [GitHub](#) · [Website](#)

Thrive on unraveling complex problems and crafting impactful experiences with an intersection of empathy and innovation.

Nov 2021 to Present · 2 yrs 4 mos

Product Designer · Full-time, Hybrid · [Delivery Hero](#), Berlin, DE

Delivery Hero's Central Hub is the backbone of many regional food delivery platforms (Eg. [Foodora](#), [FoodPanda](#), [PedidosYa](#) & [Talabat](#)). As part of the Customer Logistics Tribe, I work as a Product Designer for 2 squads of the Seamless Domain:

Time Estimation Squad (aims to improve delivery time estimates) · Active participation in roadmap planning with PM, providing research-based opportunities considering business/operation goals · Transform impactful opportunities into actionable initiatives · Lead quarterly design initiatives following an end-to-end process, starting with user research, analysing insights, storytelling & team presentations with actionable recommendations and conducting workshops · Design wireframes, interactive prototypes, & high-fidelity screens, followed by feedback sessions & collaboration with frontend developers to make it alive · Collect analytics data to discover data-driven usability insights for further improvements

Order Tracking Experience Squad (aims to provide a smooth tracking experience) · Help draft product vision with PM used as source of truth by the team · Conduct user research to find missing opportunities in the existing tracking experience, to help reduce customer contact rates resulting in reduced costs

Key achievement: Advancing in user centric design thinking by putting users at the forefront of every design decision to create intuitive & impactful solutions · Promoting importance of customer needs / goals / pain-points, uplifting design maturity within the domain · Tackling complex challenges with creativity & analytical thinking to find elegant solutions, enhancing my problem solving skills · Aspiring user research expertise by conducting thorough research to uncover insights, validate assumptions & make informed design decisions · Working on the domain level, collaborating with several teams, to align on project goals, requirements & expectations, honing my stakeholder & project management skills.

Sep 2018 to Oct 2021 · 3 yrs 2 mos

Lead Product Designer · Freelance, Hybrid · [Berlin](#), DE

Skills

User Research · User Interviews · Usability Testing · User Surveys · Field Studies · User Centric Design Thinking · Storytelling & Presentation · Interaction Design · Prototyping · Wireframing · High-Fidelity Designs

Soft Skills

Stakeholder Management · Collaboration & Communication · Persistence · Reliability · Problem solving · Empathy · Communication & Collaboration · Critical thinking · Adaptability · Time management

Tools

Figma · Miro · JIRA · Google Analytics · Maze · Qualtrics · Hotjar · InvisionApp · Balsamiq Wireframes · Procreate

Education

Jan 2023 · Nielsen Norman Group

Analytics and User Experience

[Virtual course at NN/g](#) · Gained knowledge of Analytics and data, how to use the same to improve UX of the product · Result: 87%

Makers' Den GmbH (Agency) · Provided consultancy in pitching new projects & created designs for their existing clients

Store2be GmbH · Replaced a resource-intensive process with a set of essential features by conducting user research, including user interviews, usability testing & design sprints · Led the tool switching from SketchApp to Figma in the team · Created a strong brand identity through compiling & optimising a design system in Figma

Octorank GmbH · Worked closely with the co-founders to test the user flow, understand user pain points & execute designs

Key achievement: Gained expertise in the end-to-end process with customer-centric focus · Conducted my first design sprint where 20+ team members participated including key stakeholders

May 2017 to Aug 2018 · 1 yr 4 mos

Senior User Experience Designer · Full-time, Remote · Sloppy.io

Sloppy.io is a managed Docker hosting platform · Following the end-to-end process, gathered & evaluated user requirements, collected user feedback, wireframed & redesigned each component while focusing on usability, aesthetics & visual consistency for their web app · Designed a modern, responsive & conversion-centric website with a core focus on UI design, including creative illustrations & graphics · **Key achievement:** Gained full-time remote working experience, advancing in my communication & collaboration skills while focusing on user research

May 2015 to May 2017 · 2 yrs 1 mo

User Experience Designer · Full-time, Remote · Designori LLC, Alaska USA

Designori is a web agency based in Anchorage, Alaska, focused on building learning experiences · Created a Learning Management System (for Cirrus Aircrafts) from scratch with features like invite-only accounts, course creation dashboard & progress tracking · Designed a knowledge base with a ticketing engine and 3D AR editor for agency clients · Collaborated with a team of 4, with regular one-on-one's with front-end developer and founder · **Key achievement:** Introduce end-to-end UX design process by including wire-framing, live prototyping & high-fidelity designs with regular feedback from clients at a fast-paced web agency

Jul 2014 to Mar 2016 · 1 yr 9 mos

UI/UX Designer · Freelance, Remote · India

Contracted with various early stage startups/Scale-ups providing brand, app and web design services. Some of the clients were YourStory, SignEasy, Swiggy etc · **Key achievement:** Gained full-time experience of being a sole freelancer managing multiple clients and leading a variety of projects while up-skilling as a designer.

May - Jul 2019 · CareerFoundry

UX Fundamentals Course ·

Transformed from UI/UX Designer to Product Designer · Task

Project: Language Learning mobile app, Learnlingo · Case Study

2013 to 2014 · Arena Animation, Delhi, India

Graphic & Web Design

Certification · Awarded 2nd prize each in inter-college web-development competition ·

Awarded 2nd prize each in inter-college painting competition

2010 to 2013 · Delhi University, Delhi, India

Bachelors of Arts in Business Economics