



Digital Product Designer

+91 8147126561

fidatanaaz1996@gmail.com

## EXPERIENCE

### Swiggy

Senior Product Designer | March 2021 - Present

- Spearheaded the expansion of the Swiggy 4.0 experience to Instamart through multilevel revamps and adoption of the new Swiggy DLS
- Collaborated with the Merchandise, Product, and Category teams to build and expand on multiple large-scale festival and sale campaigns to drive Average Order Value (AOV) and session conversions
- Drove interventions across various touch points to elevate or optimise the existing Instamart flows for the customer that led to an increase in new user acquisition and Orders Per Day (OPD)
- Worked on multiple avenues of monetization through collaboration with partner brands to enable better discovery and impressions

### Headout

Product Design Intern | Feb 2021 - Sept 2021

- Worked on Headout's Global Travel Reopening Dashboard that provided comprehensive updates on safety measures and lockdown statuses of tourist attractions around the globe
- Created standards components for the first version of Headout's blog design system

### Freelance

Thrillark

- Built and designed Thrillark's blog framework for both mobile and desktop, comprising of design components, article templates and design guidelines

Knotbook

- Owned the end to end user experience (V1) of Knotbook, a matchmaking platform, from ideation to execution

## SKILLS

### Design

Design Systems  
Merchandising Guidelines  
Scalable Frameworks  
Prototyping

### Research

User Interviews  
A/B Testing  
Usability Testing

### Other

Photography  
Product Styling  
3D Rendering

## EDUCATION

### Manipal Academy of Higher Education

2014 - 2019

B.Arch in Architectural Design and Planning