

Smriti Sharma

Product Designer

smriti.online

s.smriti1220@gmail.com

Experience

Delivery Hero SE

Senior Product Designer | Apr 2022 - Present

- Currently crafting the Demand Forecasting experience, boosting inventory planning accuracy by 30% across 4 regions
- Transformed demand planning and led design for the Recommendations project, enhancing inventory management and customer satisfaction across 20 countries
- Led the design for Delivery Hero's QCommerce AdTech platform, projected to generate €500M+ annual revenue by 2024
- Directed design improvements for the LaaS platform, partnering with Product, Dev and regional business teams
- Working closely with research, stakeholders, product managers and developers to ship end-to-end user centric workflows

Walmart Global Tech, Bangalore

Product Designer | Mar 2019 - Dec 2021

- Designed Walmart's next-gen Customer Relationship Management platform in close collaboration with Product and Business teams
- Owned all aspects of design execution from ideation, to prototyping, to user testing, to final production

Indeed Innovation, Hamburg

Interaction & Service Design Intern | May 2018 - Jul 2018

- Designed mobile app for a do-it-all kitchen appliance, Monsieur Cuisine Connect and led workshops for DIY recipe feature for the same client

Globant, Bangalore

Visual Designer | Sep 2014 - Sep 2017

- Worked on designing interfaces for products in various domains, communicating with clients and gathering requirements from stakeholders
- Worked on Visual Design process including moodboards, conceptualisation and production

Education

Politecnico di Milano, Italy

Masters, Service Design | 2017 - 2018

College of Art, Delhi

BFA, Applied Art | 2010 - 2014

Skills

Design

Visual Design, Personas, User Journey, Service Blueprints, Rapid Prototyping, Accessibility Documentation, Style Guide, Qualitative Research, Remote Research, Interviews, Usability Testing, Illustration

Software

Figma, Sketch, Adobe Suite