

Miti Kotak

Product Designer

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Hello!

I am a Product Designer with 5 years of work experience. I like to take complex problems and turn them into practical and testable solutions that are desirable and most of all feasible and viable for the business and its users.

Work Experience

Fractal Ink Consultancy, Mumbai

Lead UX Designer	Apr 2020 - Present
Senior UX Designer	Apr 2019 - Mar 2020
UX Designer	Jan 2018 - Feb 2019
UX Design Intern	Oct 2017 - Dec 2017

I work closely with product teams, research teams, and engineering leads to create and design solutions in an agile environment.

Some of my key projects at Fractal Ink are:

Banque Misr, Egypt

As part of the digital transformation journey of the bank, I am currently leading 3/6 squads. My role involves design and research for different banking products with the aim of simplifying banking for an audience that is not as financially or digitally literate.

Large Retail Bank, UAE

Investigated the existing technical landscape and intricacies of the credit card application process; the results of which were used to design a comprehensive and efficient digital experience compatible with both Arabic and English.

Bank of Kigali, Rwanda

Kickstarted the revamp of their corporate banking platform catering to 25,000 major corporates and SMEs in the country across web and mobile. I was involved in setting up the design chapter for the bank, additionally helping screen and interview designers who can continue building digital products and experiences for the bank.

Remittance Company, India

Conducted primary and secondary research to help design and reinvent the brands remittance platform and define additional three new product offerings.

Quicksilver Associates, Chicago

Freelance Designer	Apr 2017 - Dec 2017
Design Intern	Jul 2016 - Feb 2017

Created PowerPoint decks, infographics and various other marketing collaterals for clients like Accenture and McKinsey & Company.

Cliche Magazine

Design Intern	May 2016 - Aug 2016
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Designed fashion, beauty, entertainment and music spreads for the publication.

SOCIAL Sparkling Wine, Chicago

Graphic Design Intern	Sept 2015 - Nov 2015
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Designed the packaging for the brand's existing and upcoming flavours.

Education

DePaul University, Chicago

Sept 2012 - Nov 2015

B.A. in Public Relations and Advertising with a minor in Graphic Design

Skills

Design

Service blueprints
Empathy mapping
Information architecture
Wireframing
Prototyping
User flows
Visual design

Research & Testing

Competitive benchmarking
Heuristics analysis
Stakeholder interviews
User interviews
Persona creation
Usability testing
Data analysis
Card sorting
A/B testing

Tools

Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Adobe XD
Sketch
Invision
Abstract
Zeplin
Marvel
Miro
Keynote
Microsoft office
Jira
Confluence

Language

English
Hindi
Gujrati