

# Miti Kotak

## Product Designer

Product Designer with 8+ years of experience across fintech and logistics, with work spanning Egypt, UAE, Rwanda, and Germany. Currently working on the rider app at Delivery Hero, focusing on increasing order acceptance by understanding rider behaviour and balancing rider needs with business goals, while improving how product, design, and engineering collaborate.

## Work Experience

### Delivery Hero, Berlin

Senior Product Designer

Apr 2024 - Present

Product Designer

Mar 2022 - Mar 2024

- Designed a direction-aware order assignment system for the rider app, enabling 50% of riders to end within 1km and 74% within 2km of their preferred last stop; launched on iOS and validated through rider interviews and surveys, with strong demand from Android users
- Increased acceptance rate and completed deliveries by 0.2%, while reducing delivery time by 0.46% and acceptance time by 1.07%, by enabling background auto-accept and making delivery fees visible after orders were auto-accepted
- Led the end-to-end design of an NFC-based payment solution for riders, replacing POS machines and simplifying the in-person payment experience
- Led research across 4 regions (20 riders) to understand why riders accept or decline orders, which led to 10+ A/B test ideas for the team's experimentation roadmap
- Set up a design-engineering QA process across 5+ squads, working closely with design managers and engineers to improve consistency and reduce implementation gaps

### Fractal Ink Consultancy, Mumbai

Lead UX Designer

Apr 2020 - Jan 2022

Senior UX Designer

Apr 2019 - Mar 2020

UX Designer

Jan 2018 - Feb 2019

UX Design Intern

Oct 2017 - Dec 2017

- Led design and research for 3 of 6 core banking products for Banque Misr (Egypt), simplifying banking for users with low financial and digital literacy; also helped set up the bank's Digital Factory and scale the design team from 4 to 15+ designers over 2.5 years
- Investigated the credit card application process for a leading retail bank in the UAE, mapping technical and operational complexities to design a more efficient, bilingual (Arabic/English) digital experience
- Led the revamp of the corporate banking platform for Bank of Kigali (Rwanda), serving 25,000+ corporates and SMEs across web and mobile; also contributed to setting up the bank's design chapter and hiring designers

### 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.

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Portfolio: [www.mitikotak.com](http://www.mitikotak.com)

## 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  
Wire framing  
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

Figma  
Claude  
Adobe Suite  
Sketch  
Abstract  
Marvel  
Miro  
Microsoft office  
Jira  
Confluence

### Language

English  
Hindi  
Gujarati