



AMLAN MISHRA

Product Designer

ABOUT ME

8+ years in product design, graphic, motion, and content design for brands like Swiggy, Myntra, AJIO, Rapido, and FreeUp. My focus is on bringing structure, clarity, and predictable user flows to systems where accuracy and efficiency matter. Exploring behavioural design and AI for better product decisions.

CONTACT ME

- 9692909096
- amlan.you@gmail.com

EDUCATION

- 2024 - 26 • IIT Delhi
9.07 Master of Design
- 2014 - 16 • KIIT UNIVERSITY
8.43 Master of Tech (CSIS)
- 2008 - 12 • GHITM (BPUT)
6.45 Bachelor of Tech (EEE)
- 2006 - 08 • KENDRIYA VIDYALAYA (CBSE)
65% XII Class (Science)
- 1996 - 2006 • BSJS (ICSE)
76% X Class

PORTFOLIO LINKS

- <https://amlan.you/>
- <https://www.behance.net/amlan>
- <https://www.instagram.com/amlan.you>
- <https://www.linkedin.com/in/amlan-you>
- <https://www.dribbble.com/amlan04>

CURRENT FOCUS AREAS

- Behavioural Design
- Field Research
- Design Mentorship
- Design Systems & Ops
- Front-End Dev
- Service Design
- Marketplace Thinking
- Solve For Clarity
- Think In Systems
- AI-Assisted Workflows
- Design For Constraints

INTEREST

- Art & Crafts
- Observing
- Design Thinking
- Cooking
- Logical Analysis
- Watching Movies
- Problem Solving
- Long Rides & Drives

SKILL SETS

- Product Design (Web & Mobile)
- Interaction Design
- User Research (Interviews, Usability Testing, Surveys & UAT)
- Journey Mapping
- Design Systems
- Service Blueprints
- Information Architecture
- Prototyping
- Design Ops
- Design Strategy
- Problem Framing & Discovery
- Experimentation (A/B Tests, Concept Tests)
- Exploring AI
- Visual Design
- Branding
- Motion Graphics
- Storyboarding & Narrative Design
- Content Design & UX Writing

TOOLS

- Figma
- Visual Studio
- Illustrator
- Photoshop
- AfterEffects
- XD
- Fusion 360

WORK EXPERIENCE

FreeUp App • Lead Product Designer • Mar 2022 - May 2024

- Owned end-to-end product design, from UX research and wireframes to high-fidelity prototypes and UAT, across the app and website.
- Defined and tracked UX success metrics, driving iterative improvements to usability and feature engagement.
- Built and led a multidisciplinary design team, establishing workflows, documentation standards, and design handoff processes with engineering.
- Shaped brand identity and provided creative direction for marketing campaigns.

AJIO • Product Designer II • Feb 2021 - Mar 2022

- Initiated and built XEED, a company-wide design system that improved UI consistency and accelerated cross-team delivery.
- Embedded within Product and Engineering to run design sprints that resolved critical usability issues.
- Created and maintained UI components, layouts, and flows for new feature development.

Rapido • Senior Manager - Content Design • Mar 2020 - Feb 2021

- Led UX research and content strategy to improve the Rider experience, aligning design decisions with business goals.
- Built a design-content hybrid team and streamlined localisation and training workflows for scalable production.
- Produced onboarding flows, infographics, and explainer videos that simplified app adoption.

Swiggy • Assistance Manager - Content Design • Jul 2018 - Mar 2020

- Transformed Delivery Partner onboarding into a digital-first experience through motion graphics and UX-led content flows.
- Built and led an independent content design team, managing external vendor relationships for scaled content production.
- Collaborated with Product to design a performance-based order allocation system and continuous learning UX modules.

Myntra • Graphic Designer • Aug 2017 - Jun 2018

- Designed high-impact UI screens and social media creatives for brand campaigns and product discovery.
- Collaborated with developers to ship gamified UI features, driving user engagement and retention.
- Mentored junior designers in visual storytelling, branding, and UI practices.

Image Creative Education • Multimedia Faculty • Sep 2016 - Jul 2017

- Taught design principles, 2D animation, and graphic tools through practical workshops.
- Mentored students on design portfolios, animation pipelines, and placement readiness.
- Created curriculum modules combining design thinking, visual storytelling, and production techniques.