

Pankaj Sarkar

Senior Product Designer

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Summary

Product Designer with 5+ years of experience crafting customer-facing experiences across complex app workflows and visual systems. Skilled at bringing clarity to ambiguity, simplifying complexity, and integrating AI into intuitive, user-centred experiences.

Education

IIT Delhi *Class of 2023*
Master of Design

IIST, Shibpur *Class of 2017*
B.Tech in Information Technology

Design Skills

AI Workflow | Usability Testing
Design System | Ethnography | Wireframe
User Research | Prototype | UI
Typography | Layout | Illustration

Toolkit

Kiro (IDE) | Github | Figma | Vercel
Illustrator | Photoshop | Indesign
After Effects | Lottie

Leadership Skills

- Led a team of 15 designers to complete our yearly Design Degree Show'23.
- Invited to lead several workshops on layouts, typography, and digital designs

Recognitions

- Received the “**Bar Raiser**” award at Delhivery for improving the Order Tracking experience.
- Secured **3rd place** in the organisation-wide **AI Hackathon** at Delhivery.
- Recognised by the Department of Design, IIT Delhi for designing the **50th Year** commemorative stamp for NDWBF

Experience

Delhivery *Nov 2023 - Present*
Senior Product Designer

- Revamped **Order Tracking** across C2C, B2C & B2B by introducing map view, enhanced timelines, and delay communication; impacting **3M+** daily users.
- Created Delhivery’s **Intracity courier experience** end-to-end through field research; later introduced **multi-stop** deliveries for a business now generating **₹60 Cr ARR**.
- Revamped the **courier booking flow** and visuals, increasing user adoption **by 60%**.
- Redesigned **onboarding journeys** to reduce friction, lowering user **drop-offs by 20%**.
- Planned a visual heavy gamified **Refer & Earn experience**, retaining **11,000+ active users** within 3 months.
- Revamped Help & Support with a chat-based experience, **improving customer trust** and accessibility.
- Created the end-to-end **PTL (Part Truck Load) experience**, simplifying & accommodating enterprise logistics workflows inside app

NBT, India (Internship) *Feb 2023 - Apr 2023*
Visual Designer

- Planned and executed the **end-to-end visual language** for the 50th New Delhi World Book Fair 2024, attended by **10L+ visitors over 9 days**
- Created a comprehensive **brand guideline book** to establish a scalable foundation for future New Delhi World Book Fair editions.

Alternative Minds *Sept 2020 - July 2021*
Product Designer

- Worked on Yore, a fin-tech product & crafted **visually compelling** experiences focused on usability and engagement.
- Led the design of the **company website** from concept to launch.

Maxmobility *Mar 2020 - Sep 2020*
UI & Visual Designer

- Developed the brand book and worked on the UI screens for Go-Commerce (One of the Maxmobility ventures).

Vawsum *Oct 2018 - Feb 2020*
Junior Designer

- Revamped the existing app experience with improved UX and visual design. Especially on **Exam, Attendance** and **Inventory** modules.