

# Amrita Mallick

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Portfolio: <https://amritamallick.netlify.app/>

## SUMMARY

UX Designer specializing in B2B SaaS and fintech platforms, with experience designing end-to-end digital experiences for banking and automotive domains. Skilled in user research, user flows, wireframing, prototyping, and usability testing, with a strong focus on improving workflow efficiency and user experience. Ability to translate complex desktop B2B SaaS flows into mobile experiences.

## WORK EXPERIENCE

### Home Mechanic — UI/UX Designer (Contract)

June 2025 – July 2025 | New Delhi

- Designed an internal CRM platform to streamline workflows for Business Development Associates, reducing manual tracking effort by 40%
- Created end-to-end user flows, wireframes, and prototypes for lead management, car selection, and follow-ups.
- Improved usability through error handling, validation, and edge case design, reducing friction in daily operations.
- Structured information architecture for efficient navigation and task completion.

### Them Consulting Pvt. Ltd. — Experience Design Intern

July 2024 – April 2025 | Gurgaon

- Worked on ICICI Corporate Internet Banking (CIB), a complex B2B SaaS fintech platform.
- Designed and improved end-to-end user journeys for modules such as Fixed Deposit booking and approval workflows.
- Contributed to ICICI's design system, ensuring consistency and scalability across products. Converted desktop banking flows into responsive designs for mobile platforms
- Designed cross-selling experiences (e.g., Overdraft against FD) to improve product discoverability

## EDUCATION

Chitkara University — Master of Design in UX & UI (CGPA: 8.18)

Graduated: August 2025

- Selected for internship through campus placement.
- Completed a major design project: Improving the user experience of Passport Services India.

## SKILLS

**UX and Design:** UX Design, Interaction Design, User Research, User Flows, Wireframing, Prototyping, Information Architecture, Usability Testing

**Tools:** Figma (Auto Layout, Prototyping), Adobe Creative Cloud, Adobe XD, Visual Studio Code

**AI Tools:** Cursor, Google Antigravity, Google Stitch, Perplexity, ChatGPT

**Frontend:** HTML, CSS, JavaScript (Basic), Next.js (Basic)

**Other:** Responsive Design, Design Systems, UX Writing, Accessibility (Basic WCAG understanding)