



Ankita Mehta

Growth-focused visual designer

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Experience



Visual Designer 2 (Growth | Demand)

Oct'23 - Present

- **Elevated 0→1 design initiatives for Meesho's consumer platform**, focusing on customer activation, acquisition, and trust driven usability improvements. Designed user journeys and visual systems that made discovery, cost understanding, and payments more intuitive for Tier-2/Tier-3 users.
- Collaborated with Marketplace and Growth pods to strengthen visibility of Meesho Deals, driving adoption across diverse categories and improving awareness of platform-level programs.
- Redesigned homepage and key surfaces to deliver a more personalized and visually cohesive experience. Partnered closely with product managers and developers to ensure high-quality delivery of 2D/3D visuals, Lottie animations, and UI assets. Streamlined the asset launch workflow for faster, consistent rollouts across app and web.

Projects: Low cost of Trial (2.5% 1ODNR) | User Signals (~ 4.6% 1ODNR)

Dec'24 · Mar'25 · June'25 · Aug'25 · Dec'25

Winning POD of the quarter



Visual Designer

Sep'23 - Oct'23

- During my brief time at INDmoney, partnered with product designers to create illustrations and animations for various applications . I also contributed to developing INDmoney's design.
- Contributed to the winning of Dev Hackathon'23 by providing essential visual and motion design support to the team | Stories & shareability on the App/Web



Visual Designer

Aug'22 - Sep'23

- Designed exclusive Fastrack Watchfaces, driving a **5x sales surge (6K → 30K units/day)** across Flipkart and Amazon. Added micro-animations that elevated interaction quality and delight. **(Recognized as Designer of the Dream Team :")**
- Enhanced Titan's smartwatch experience by standardizing UI systems and designing research-driven interfaces for watchfaces and hearables. Built and maintained a cohesive design system ensuring visual consistency and efficient workflows.
- Collaborated with cross-functional teams to deliver Watchfaces and campaigns including Ranveer Singh × Fastrack ([link](#)). Mentored an intern for six months, instilling design thinking and creative rigor.

Education

B.Des | Communication Design

2018-2022 · NIFT, Kolkata

Grade: 8.9 CGPA - Awarded for Most Exemplary Application of Design Methodology

Portfolio Link

[Portfolio](#)

Expertise

Visual design · Interaction design
Design systems · Motion design
Prototyping (fast, high-fidelity)
AI-native / generative AI tools
in daily workflow · Vibe coding
Visual craft + system thinking

Tools/Technologies

Illustrator

After Effects

Photoshop

AI prompting

Figma

Design system

Hobbies



Travelling



Sketching



Photography

"Designing clarity, trust, and delight."

Internships

Dec'20 - Apr'22



Groww



TATA CLiQ



Aviyel



Girlscript