

# Srinath Rangamani

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## Highlights

- Designed Myntra's (\$800mn GMV) fashion shopping apps to title features - "Best apps of 2015". It was also the only shopping app to be featured in Android app store. Top app in Made in India category. Must-have apps of Dec' 2015 in iOS app store.
- Designed the website of an early stage startup Storemate (raised \$1mn), a fashion discovery platform based out of San Francisco.
- Re-designed Adobe Connect, a digital conferencing app.
- Creative direction for web & apps in agencies (wearefmg.com) and clients like condensast, dreamworksanimation.com.

## 2016-Present, Head of Design at Swiggy

- Heading design, responsible for all products from Consumer to Supply.
- Driving design strategy working with rest of leadership and stakeholders to understand customers, business objectives and user needs. Working currently on architecting the redesign of the swiggy experience

## 2013-2016, Sr. Design Manager at Myntra

- Conceptualized V2 mobile strategy that expanded Myntra's focus from being a e-retailer to a fashion house with content, community & commerce experiences.
- Led the design direction of Myntra's consumer apps (Android, iOS) and website.
- Hired and mentored a multi-disciplinary, closely-knit design team (10 designers).
- Redesigned Myntra's brand logo and App Icon.

## App (Android & iOS)

- Designed the app's overall navigation and framework.
- Designed Fashion Feed, a personalized shopping experience to discover relevant fashion content, brands and products. 10mn+ MAU, 120% increase in average session duration since launch, increased retention of 20% on D1.
- Conceptualized and designed Myntra's social shopping experiences building a network of brands, fashion experts and friends.
- Designed Styleforum, a community experience to ask and answer anything fashion in a visual way. Increased PDP Sessions by 25% and conversions by 2%.

## My Philosophy

Create something pure;  
for in its beauty, simplicity,  
craftiness and care - lies the  
experience of a user".

## About me

I'm a digital designer with over 10+ years of experience in creative, interaction and product design for mobile & web.

I buy into core values, strong culture and forward thinking thoughts.

My desire these days is to design brands not just businesses, to have thoughts in motion not just pixels, to tell stories that sticks to your heart like a song! Tech plus Art seduces me a lot.

## Specialities

Digital product design, Interaction design, Motion design (for web/apps), Visual Design, Branding.

## Web

- Designed lookgood portal, a content-led fashion shopping experience.
- Designed Myntra's first mobile website and overall navigation/framework.
- Designed premium corner, a story-led shopping experience for luxury/intl brands.

## 2012-2013, Lead Designer/Co-founder at Storemate

- Designed storemate.com, a fashion discovery startup from the bay area.
- Defined the app structure/behavior through sitemaps, wireframes and walkthroughs using keynotes/prototypes.
- Heading the design, created a vision/value proposition for the product by closely working on the product strategy with founders.
- Putting a high-bar on quality, was responsible for design and front-end implementations across the board.

## 2010-2012, Sr. UX Designer at Adobe

- Collaborated with XD, US team on redesigning Adobe Connect 8. Worked on visual design of components, workflows for key features and over 450 icons.
- Took the lead on designing for Adobe Connect 8.5 and 9 releases.
- Worked on kick starting several new product initiatives from XD team in India.

## 2005-2010, Multiple roles

- As a lead creative designer, worked on designs, concepts and provided directions for interactive digital magazines produced by Ceros digital publications.
- Successfully produced magazines for CondeNast publications (Luxury spas), GQ, MotoGP, AUDI, Superbrands, Taj group of hotels, Sears Catalogues etc.
- Designed timeline for dreamworks.com website. Designed and art directed pitch for Dreamworks History website (Never implemented).

