

# Durga Vitankar

Product Designer • Architect • Urban Enthusiast

🌐 durgadesigns.com

✉ durgavitankar.design@gmail.com

📞 +91 9422509949

## WORK EXPERIENCE

### DevRev, Product Designer

May 2023- Present | Bangalore, India

- Conceptualised and worked on designs for the Centralised role management system enhancing user control and security.
- Built high-fidelity prototypes to visualize complex workflows, accelerating decision-making and enabling stakeholders to provide actionable feedback early in the design process.
- Collaborated with the product team for setting up the vision and engineering team for seamless implementation by taking care of the tiniest details.

### Affinity Global, UX Designer

August 2022- April 2023 | Mumbai, India

- Designed two versions of a mobile app for VEVE marketplace; one facing the publishers and the other facing advertisers.
- Built and maintained the design system to maintain the visual consistency across apps and future developments.
- Redesigned and improved the emailer experience. Received a spot award for the same.

### StudioPOD, Architect

May 2021- June 2022 | Mumbai, India

- Led the designs of a Tactical Urbanism project, where I was responsible for making a road intersection pedestrian friendly and optimal for vehicular crossing.
- Worked on concept and detailed designs for five pedestrian connectors in Mumbai. Implemented one of it with on-site management.
- Laid the design foundation for the firm's newsletter. Defined the structure, established a consistent visual style to create a brand presence.

### Shoptimize, UX Designer

December 2019- January 2021 | Pune, India

- Designed conversion-focused and responsive e-commerce websites for small-mid sized businesses.
- Redesigned the checkout flow to enhance conversion rate focussing on mobile users.

### Footprints E.A.R.T.H, Architectural Intern

May 2018- November 2018 | Ahmedabad, India

- Worked on restoration drawings for the Gandhi Ashram precinct, enhancing its historical integrity.
- Contributed to the publication of a book on temple architecture, compiling detailed documentation of 108 temples.

## EDUCATION

### Pune University

2014-2019

Bachelor's in Architecture

Final Year Thesis:

Reimagining life along canals

Research Paper:

Relevance of riverside temples in today's context

## SKILLS

### Design

Wireframes, Visual design, Prototyping, Story boarding, User flows, Design system, Information architecture

### Tools

Figma, FigJam, Photoshop, Illustrator, Framer, Autocad, SketchUp, GIS

## VOLUNTEERING

### Centre for conscious design

Took leadership of the Mumbai chapter, and established a digital presence on instagram (@conscious\_mumbai). Organized online seminars on public awareness of urban issues.

### Jeevitnadi foundation

Volunteered for a river revival foundation by participating in awareness programs, river walks and cleaning drives for the Mula river in Pune.

## COMPETITION

### Matimex- architecture competition

Received a special mention award in the Premio Internacional de Arquitectura Matimex competition for designing a community wellness and mental revitalization space.