

Hardik Mittal

Product Designer

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SUMMARY

Product designer with 4+ years building 0-to-1 and high-scale consumer experiences across Expedia Group, Zomato, and Rooter. Specializes in simplifying complex systems, shaping product strategy, and translating ambiguous problems into experiences that drive measurable business impact. Increasingly focused on AI-first product development and AI-assisted workflows that accelerate how teams prototype and ship.

PROFESSIONAL EXPERIENCE

Expedia Group | Gurugram, India | Sep 2025 - Present

UX Designer 2

- Led the **end-to-end experience design of Expedia Special Fare**, enabling flexible post-booking flight changes.
- Designed Vrbo's Host with Confidence feature, protecting hosts against chargebacks and property damage while **driving 9% opt-in among eligible hosts**.
- Led a cross-geography workshop to define the 2026 Experience Design (XD) vision across Expressive Interfaces, AI-first Design, and Hyperpersonalization.
- Conducted AI enablement sessions for India teams, introducing **AI-assisted development workflows using Cursor** to accelerate prototyping and implementation.

Zomato | Gurugram, India | Aug 2024 - Aug 2025

Product Designer

- Owned product design for Zomato Logistics, improving delivery partner experience and operational efficiency.
- Revamped the incentives structure for delivery partners, resulting in an **11% increase in incentive achievement rate**.
- Led AI-driven automation initiatives across support and quality workflows, **generating over INR 1 Cr in monthly savings**.
- Conceptualised and designed the "Quick" logistics framework, **reducing salient loss by over 40%** through smarter gig booking.
- Designed a referral framework, leading to a **7% increase in lead generation** through organic partner-led recruitment.

Rooter | Delhi, India | Jul 2023 - Aug 2024

UX Designer

- Designed experiences for **India's largest game streaming and esports content platform**, serving over 70M users.
- Designed an ecommerce platform for purchasing digital coupons and gift cards.
- Created a **responsive design system for web**, streamlining single code-base management.

Rooter | Delhi, India | Nov 2021 - Jul 2023

UX Design Intern (Full-time)

- Redesigned the entire web interface, leading to a **43% boost in homepage time spent** and a **14% increase in broadcast consumption from the homepage**.
- Implemented a search design optimized for algorithmic discovery, resulting in a **3X increase in content consumption from search** and a **78% increase in repeat usage**.
- Designed a **0-to-1 esports scoring product** that reached **10,000 DAU within 2 weeks** of launch.

SKILLS

Design: Product Thinking, AI-First Experiences, Experience Strategy, Design Systems, Interaction Design, Rapid Prototyping, Design for AI Workflows, Information Architecture, UX Research, Accessibility and Inclusive Design, Cross-Functional Leadership

Tools: Cursor, Glean, Claude Code, ChatGPT, Figma, Adobe Illustrator, After Effects, Premiere Pro, Zeplin, Miro

EDUCATION

Bachelor of Technology, Computer Science and Engineering | ADGITM, IP University, Delhi, India | 2019 - 2023