

Swati Parmar

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Portfolio - swatiparmar.com

Work Experience

Cure.fit Pvt. Ltd. - Manager, Design & Merchandising

DEC 2018 - MAY 2023

- Led site merchandising and UX/product design initiatives across app and web, driving customer acquisition, engagement, and revenue growth.
- Defined and scaled the brand's visual identity, design systems, and communication across digital and offline touch points.
- Partnered with Product, Tech, and Marketing to redesign key user journeys, improving conversion rates and overall user experience.
- Redesigned core app properties and flows using user insights and experimentation, significantly improving engagement and conversion.
- Spearheaded integrated growth campaigns across app, web, paid, and offline channels, ensuring cohesive go-to-market execution.
- Used data-driven insights, A/B testing, and performance tracking to continuously optimise merchandising and product experiences.

Cleartrip Pvt. Ltd. - Assistant Manager, Content & Merchandising

MAR 2017 - OCT 2018

- Led content and visual merchandising strategy across platform surfaces, enhancing discovery, engagement, and conversion.
- Translated category and business goals into compelling visual narratives across collections, campaigns, and onsite experiences.
- Collaborated with design, marketing, and product teams to execute high-impact campaigns with strong storytelling.
- Audited top revenue-driving listings and led initiatives to enhance customer experience through improved imagery, content clarity, and visual consistency.

Flipkart India Pvt. Ltd. - Site Merchandiser, Fashion Marketing

AUG 2014 - MAR 2017

- Owned fashion category storytelling across homepage, category pages, and campaign experiences on the app.
- Conceptualized and executed large-scale fashion events, trend drops, and brand launches with strong visual direction.
- Partnered with creative and category teams to ensure high-quality, aspirational content aligned with brand standards.

Deloitte & Touché - Audit Assistant

AUG 2011 - APR 2012

- Supported audits through detailed financial analysis, ensuring accuracy, compliance, & process efficiency.

Education

B.com (Honors) - Ramjas College, Delhi University

2008 - 2011