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Designing Instamart

Instamart is Swiggy's quick-commerce grocery and daily essentials service, delivering across Indian cities in 10-15 minutes. Its design spans every occasion - from topical campaigns to everyday moments - appearing in-app across the country.

As part of the DESO team, I led and delivered creatives across brand integrations and BAU advertising, driving the visual direction for marketing and graphic assets while maintaining a cohesive, consistent brand experience.

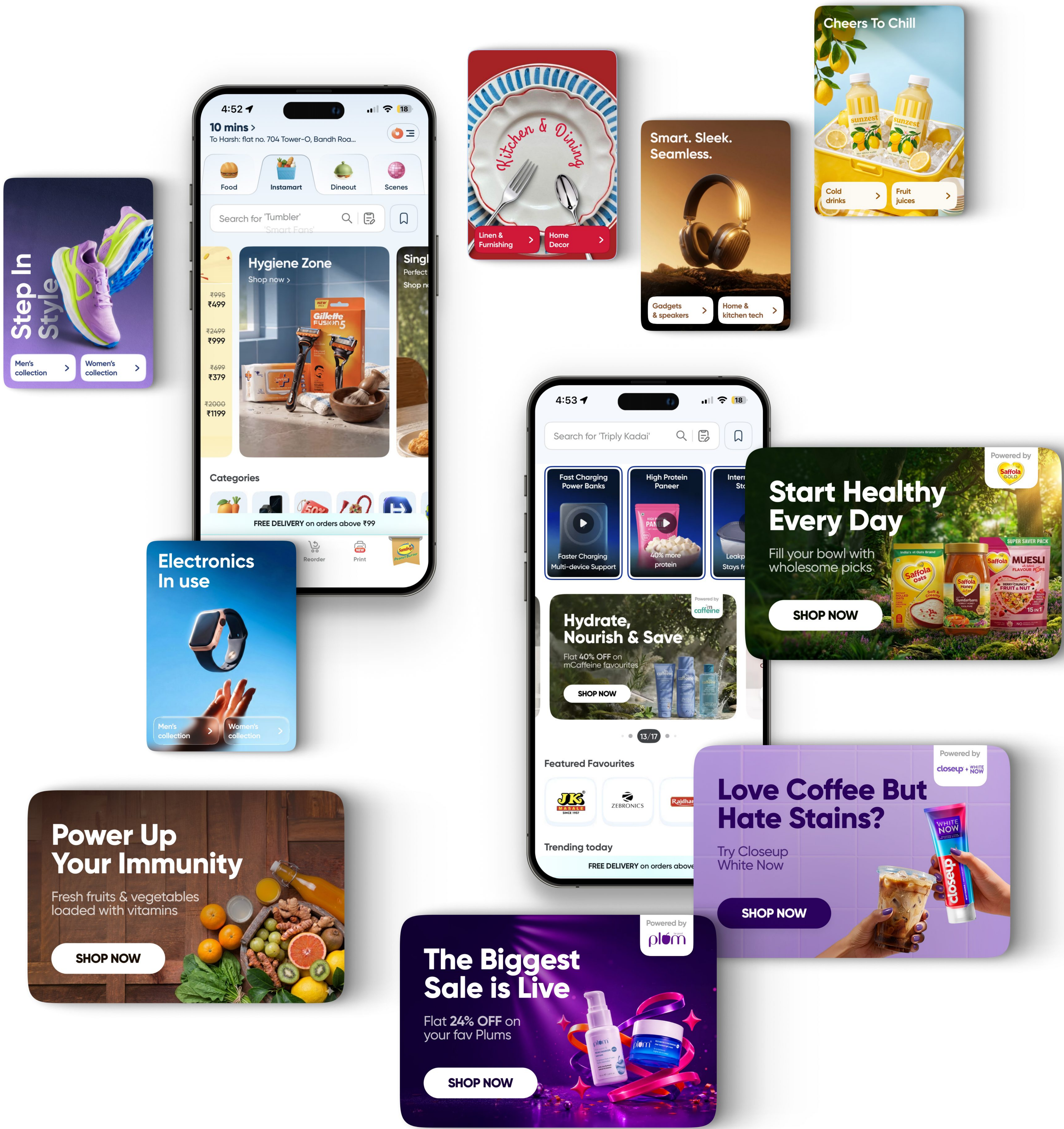
My Role & Contributions

I designed across the instamart design assets and campaigns, ensuring a cohesive and engaging experience end-to-end:

- Branding** Defined visual identity, tone, for campaigns
- Marketing Collaboration** Partnered on high-production assets with number of brands tied with instamart
- Cross-functional Work** Worked closely with different teams to bring in-app games and widgets in shape

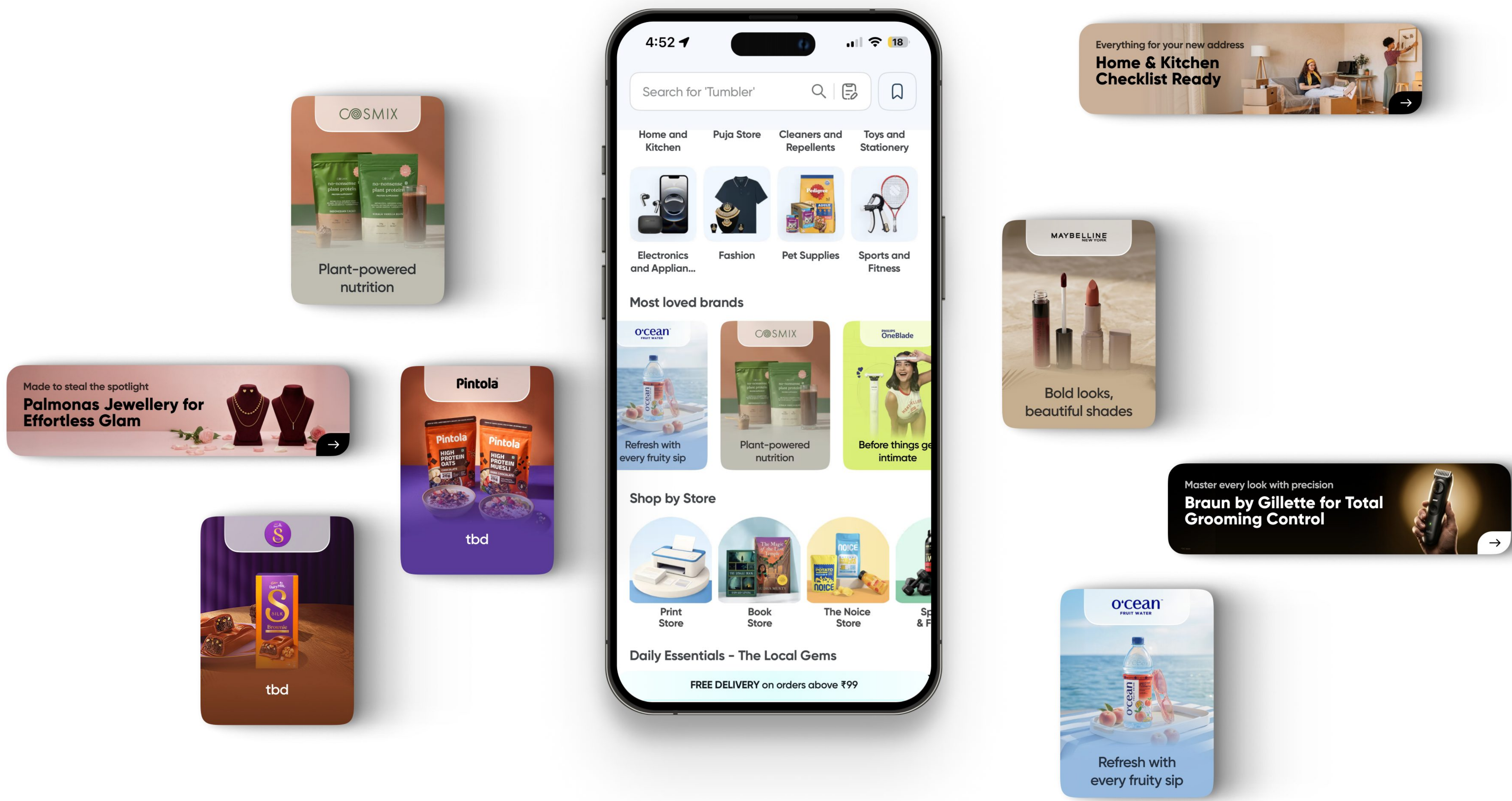
In-app widgets

Daily deliverables containing of multiple assets, which are then live on the app in alignment with the brand requirements and Instamart's guidelines to ensure a cohesive design and the design language being followed



Other assets

From every small detail to big campaign assets, here are some more of the different assets undertaken by my team.



Topical store fronts and other campaigns taken live.

