Kshitij Srivastava

Product Designer

✉ kshitijsrivastava0389@gmail.com   📞 (+91) 9619 386 916

🌐 kshitijsrivastava.info

Work Experience

Publicis Sapient, Bengaluru
Senior User Experience Designer | UX Research & Strategy + UX Design
April 21 - Present

Leading digital experience projects, defining best practices, and fostering client relationships as a Senior UX Designer with expertise in UX Design, User Experience Research to deliver outstanding user experiences aligned with business goals.

My responsibilities
- Led a 4-member team for the Verizon project, delivering high-quality products through collaboration with cross-functional teams to align on project goals and drive user-centered design solutions.
- Ensured platform-wide consistency through documentation of use cases and user stories.
- Gathered and evaluated user requirements, created wireframes, prototypes, and detailed interactions. In order to ensure efficient task monitoring and on-time delivery on PGOS, I utilised Jira.
- Mentored and supported mentees for career progression in UX design.
- Participated in hiring and onboarding processes to grow the design team.

Statistics
Clients: Verizon Sales 360, Publicis Growth OS
Devices: Web and Mobile Responsive UX
Projects: Creative Pitches and UX Delivery
Domains: Telecom CPQ, Campaign Planning
Locations: USA, Germany, India
Collaborations: Verizon team in the US and Malaysia, Publicis Germany Studio

Moonraft Innovation labs, Bengaluru
Lead, User Experience | UX Research + UX Design + VD
April 18 - March 21

My responsibilities
- Established design standards, processes, and guidelines as UX design team lead at Subex IND. Conducted regular design reviews and provided constructive feedback to ensure timely delivery of prioritized design tasks.
- Collaborated closely with Standard Bank-South Africa's product managers, developers, and business stakeholders to align design solutions with the organization's business goals.
- At Tata Capital, facilitated design thinking workshops and contributed to design sprints and generating creative ideas to enhance the product.
- Contributed to achieving KPIs such as improved user satisfaction ratings, increased user engagement, & measurable business growth at Dell-Find a Partner.

Statistics
Clients: ICICI Bank, Tata Capital, Standard Bank, Wallmart, Intuit, Subex, Dell-FAP
Projects: UX Delivery, UX Research
Domains: Telecom, BFSI, Retail, Finance, Accounting
Locations: USA, South Africa, Ireland, Hungary, India

Summary

As a creative individual, I have always been captivated by the world of drawing and colours since I was a child. This early passion for art led me to pursue a career in design, initially as a graphic designer and later transitioning into the realm of User Experience (UX) Design.

Through my journey, I developed a deep interest in crafting exceptional experiences for users. I specialise in designing adaptive layouts that ensure a seamless and harmonious user experience across various products and services. I have collaborated with diverse clients across domains to enhance and expand their user experiences.

Portfolio
www.kshitijsrivastava.info

Behance (OLD)
www.behance.net/Kshitij_03

Linkedin
www.linkedin.com/in/kshitij0389/

Kshitij Srivastava | Product Designer

MoneyTap, Bengaluru
Experience Designer | UX Research + UX Design + VD
January 2017 - March 2018

My responsibilities
- Collaborated with the in-house credit team and developers to enhance the usability of the Banker's Portal and design version 3.0 of the desktop platform at Tata Capital.
- Redesigned and optimized the MoneyTap website, focusing on improving the visit-to-conversion ratio through reduced loading time and simplified product offerings.

The Creon Studio, Mumbai
UX/UI Designer | UX Research + UX Design + Visual Design
October 2014 - December 2016

My responsibilities
- Collaborated with clients such as Schoolkart, First Crayon, ET Sales, ET Startup Awards 2016, Sirius Sport, and 9xm, delivering exceptional UX design solutions.
- Developed user-friendly apps for Qskip and Zelfwe that drive engagement and meet business objectives
- Mentored graduate trainees on UX design fundamentals for their professional development

HB Design, Mumbai
Designer | Website Design + Visual Design
August 2013 - September 2014

My responsibilities
- Designed user-friendly website pages and emailers for global enterprises like Accenture and WNS, ensuring optimal user experience.
- Designed printed marketing collaterals (ads, flyers, and graphics) for clients such as TCS, WNS Global Services, and Box Office India.

HulaHoop Design
Designer | Graphic Design + Visual Design
July 2012 - Auguest 2013 | Mumbai, IN

My responsibilities
- Designed printed collaterals (banners, flyers, handouts, and newspaper ads) for Raheja's Pebble Bay
- Modernized the brand's aesthetics and marketing approach by designing the signage system for JW Marriott.

✉ kshitijsrivastava0389@gmail.com   📞 (+91) 9619 386 916

🌐 **kshitijsrivastava.info**

Education

Bachelor of Fine Arts (Applied Arts)
2008-2012
University of Pune

HSC - 2007
Sir Padampat Singhania
Education Centre, Kanpur

SSC - 2005
Sir Padampat Singhania
Education Centre, Kanpur

Recognitions

Partnering for Client Impact 21
Verizon 2021

Embracing the Future 2022
Primex 2022

Photography Award 2011
Ferguson College, Pune

Best Campaign Award 2009
College Exhibition, Pune

Portfolio
www.kshitijsrivastava.info

Behance (OLD)
www.behance.net/Kshitij_03

Linkedin
www.linkedin.com/in/kshitij0389/