

# Pradyumna Srivastava

## User Experience Designer

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### Experience

#### Product Designer — Zype Instant Personal Loans

October, 2022 — presently working | Mumbai

Zype is a credit-first financial well-being & lifestyle app with focus on instant loans and pay later model. Zype also creates a one stop platform for credit tracking, bill payments and wealth management.

- Streamlined design system and development processes, reducing product launch time by 3 weeks and increasing development efficiency by 30%.
- Collaborated closely with product and engineering teams to design and launch new features, resulting in a 65% increase in loan applications and a 20% increase in user retention.
- Maintained consistent branding and design standards across all marketing materials and product interfaces, increasing brand recognition and awareness.

#### UX Designer - SecondOffice

February, 2022 — October, 2022 | Pune

SecondOffice is a South-Korean startup, that deals specifically with hiring and office management for American companies. They have a clientelle based out of America, India and S.Korea, for which they have a SaaS (GaaS) software, and the same has been designed by me and the team.

##### [SecondOffice](#)

- Curated the new style-guide for the design system of the company in collaboration the South Korean Design team.
- Tested out anomalies in the beta prototype of the website, conversed and solved the same with the developers.
- Secured ‘Above & Beyond’ appreciation for my collaboration with the marketing team regarding social media presence of the brand.
- Recognised prominent design problems within the existing theme of the company, and provided and implemented the actionable solutions.

#### Product Designer — Disenme

July, 2021 — January, 2022 | Bhopal

Disenme is a design studio and digital marketing startup, based out of India, aims to provide revolutionary design solutions to individuals or brands in need of a design overhaul.

- Accomplished with their desktop and mobile website from ground zero and completed the launch within a short span of three months, thus increasing their clientelle by 45 percent.
- Assisted co-designers on various visual design projects for client work.

### Education

#### Bachelors of Design, (Product & Industrial)

Lovely Professional University, 2018-22

- Researched modern product development processes and became proficient in 3D modeling, UI/UX design, ergonomic studies, and manufacturing processes.
- Founded a successful organization within the university, demonstrating leadership and entrepreneurship.
- Recognized for my passion for design and strong work ethic by peers and professors.

### Skills

UX-UI  
Rapid Prototyping  
User Research  
Design Management  
Visual Design  
Video Editing

### Tools

Figma  
Framer  
Adobe XD  
Illustrator  
After Effects  
Fusion 360  
Mira

### Interests

Medium Blogs  
Cycling  
Forums Contribution  
Podcasts