

# Pradyumna Srivastava

UI UX Designer | Product




## Personal details

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## Skills

Design thinking, Problem solving, Prototypes, Flow Diagrams, Wireframes, User Centered Design, Human Focused Design, Usability Audits

## Languages

English 

## Hobbies

-  Cycling, Cafe-hopping, Satirical comedy

## Profile

I am a designer who bridges user needs and business goals - eager to leverage my skills to create impactful products that delights users, creating good business.

## Education

**Bachelors of Design**  
Lovely Professional University

Jun 2018 - Jun 2022

## Employment

**UI-UX Designer** Sep 2023 - Present  
goGlocal Pvt. Ltd., B2B SaaS for Global Sales and Logistics

- Designed comprehensive wireframes, prototypes, and PRDs to facilitate clear communication and collaboration with stakeholders
- Transitioned and optimized manual operations to automated user-centric solutions, improving efficiency and productivity with product design
- Led the product design process, guiding a cross-functional team through research, creativity, and implementation.
- Actively collaborated with the founder's office of goGlocal to shape the product vision and roadmap

**UI-UX Designer** Oct 2021 - Sep 2023  
Respo Financial Capital Pvt. Ltd., B2C Fintech (Zype App)

- Designed and implemented strategies that led to a 20% increase in user retention and a 65% increase in new loan applications for Zype in just a quarter year
- As an only product designer, I was key in strategizing user-centric solutions for product features and rollouts
- Impacted positive habit of 'timely repayments' as a strong revenue component for Zype with the use of gamification principles
- Led the app's user interface and user experience with intense user research and customer experience, resulting in a 35% increase in repayments from existing and new users

**UI-UX Designer** Feb 2021 - Oct 2021  
McKinley Rice Pvt. Ltd., B2B ERP (RedRob)

- Conducted usability audits, processing feedback, and assisting in design sprints and internal testing
- Assisted senior designers for South Korean team, helping them convert low-fidelity wireframes into high-fidelity UI and functional prototypes.
- Learned UI handoff process for developers and involved stakeholders.