PRADYUMNA
SRIVASTAVA

UI/UX DESIGNER | PRODUCT DESIGN

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in Click here for LinkedIn

EDUCATION

Lovely Professsional University

Bachelors of Design
(Product & Industrial Design)
2018-2022

SKILLS

- ✓ Design thinking
- ✓ Problem solving
- ✓ Prototypes
- ✓ Flow Diagrams,
- ✓ Wireframes
- ✓ User Empathy
- ✓ User Centered Design
- ✓ Human Focused Design
- ✓ Design Management
- ✓ Usability Audits
- ✓ UX Writing
- ✓ Interfaces & Interactions

TOOLS

- ✓ FIGMA
- ✓ MIRO
- ✓ WHIMSICAL
- ✓ NOTION
- ✓ GPT

ABOUT ME

Detail-oriented team player with strong organizational skills. Ability to handle multiple projects simultaneously with a high degree of accuracy.

WORK EXPERIENCE

UI/UX Designer

goGlocal Pvt. Ltd.   10/2023 - present

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

UI/UX Designer

Respo Financial Capital Pvt. Ltd.   09/2022 - 09/2023

•As an early design team member, I was key in strategizing solutions for product features
•Emphasized the importance of 'timely repayments' as a strong revenue component for freemium apps
•Designed the app's user interface and experience to promote healthy financial behaviors through gamification, resulting in a 35% increase in repayments from existing and new users
•Created user retention strategies that led to a 20% increase in user retention and a 65% increase in new loan applications for Zype in the following quarter.

UI/UX Designer

McKinley Rice Creativity Pvt. Ltd.   09/2022 - 02/2023

•Assisted senior designers in India and South Korea, helping them convert low-fidelity wireframes into high-fidelity UI and functional prototypes.
•Conducted usability audits, processing feedback, and assisting in design sprints and internal testing.
•Devised a UI handoff process for developers, which resulted in a smooth transition and development collaboration.
•Learned communication skills with real consumers by asking appropriate questions as part of user interviews.