

# PRADYUMNA SRIVASTAVA

## Customer-Focused UI-UX Designer

Check out my portfolio website <https://pradyumna.framer.website>  
Check out my LinkedIn <https://www.linkedin.com/in/ecapsdesign>  
Check out my Medium <https://www.medium.com/@ecapsdesign>

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### Experience (Full-time roles)

- **Product Designer (UX-UI)** Sep, 2023 - Present goGlocal Pvt. Ltd.
- **UI UX Designer** Oct, 2022 - Sep, 2023 Respo Financial Capital Pvt. Ltd.
- **UI UX Designer** Feb, 2022 - Oct, 2022 McKinley Rice Creativity Pvt. Ltd.
- **Design Intern** Aug, 2021 - Jan, 2022 Disenme Pvt. Ltd.

### (Freelance)

- **Blance (Design Language)** 3 months
- **Hunome (UX Consulting)** 3 months
- **Asia Initiatives (Design System)** 1 month

### Notable Work

#### • goGlocal's consumer facing web-app B2B SaaS Product

I actively collaborated with the founder's office of goGlocal to shape the product vision and roadmap. I developed comprehensive wireframes, prototypes, and PRDs to facilitate clear communication and collaboration with stakeholders. I transitioned and optimised manual operations to automated solutions, improving efficiency and productivity. I led the product design process, guiding a cross-functional team through research, ideation, and implementation. **Product Link:** [www.goglocal.live](http://www.goglocal.live)

#### • Zype Instant Personal Loans App B2C Fintech Product

As a part of an early member of Zype and the design team - I was one of the key players in the team which strategises solutions for the product features. Major emphasis was laid on 'timely repayments' as it being the strongest component of revenue of a freemium app and I assisted in the UX and UI of the app-environment which promoted healthy financial behavior using gamification - increased repayments by 35% including existing and new users. I also played a key role in forming user-retention strategies which helped Zype increase user retention by 20% in the following quarter with 65% increase in the new loan applications. **Product Link:** [www.zype.com](http://www.zype.com)

#### • SecondOffice consumer+user facing product line B2B2C HR-Tech Product

I assisted senior designers, across India & South Korea to convert the low-fidelity wireframes to high-fidelity UI and functional prototypes. I was involved in usability-audits and feedback processing mechanisms for internal testings and design-sprints. I also learned about UI handoff to developers resulting in a smooth transition and collaboration. I also learnt to talk to real consumers and ask appropriate questions as part of customer satisfaction surveys. **Product Link:** <https://secondoffice.io>

#### • Hunome One-of-a-kind startup, social platform

I acted as a UX consultant working on ethical design standards, accessibility, and making pitch deck deliverables for investors to present the USP and the scope of the business model while still making a great impact on human awareness as social beings. **Product Link:** <https://about.hunome.com/>

### Skills

• Design System • Prototyping • Design Thinking • Information Architecture • UX Research • Wireframing • Customer Research

### Tools

• Figma (Design Tool) • Jira (Product Management) • Miro (Brainstorming) • Slack (Communications) • Notion (Planning)

### Academics

• Bachelors of Design Product Design 4.0 GPA