

PRADYUMNA SRIVASTAVA

Product Designer

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Portfolio: [Click here for portfolio](#)

Medium: [Read my articles here](#)

Experience

Respo – Zype App (D2C) / Product Designer

Mumbai, IN

October 2022 – PRESENT

- Increased loan applications by 65% and user retention by 20% within 3 months by leading UI design efforts based on data-driven insights and close collaboration with product, CX, and engineering teams.
- User-centered design, Design system, UI/UX, Prototyping, Usability testing, Accessibility, Compliance

McKinley – SecondOffice (SaaS) / UX Designer

Seoul, S.Korea (Remote)

February 2022 – September 2022

- Collaborated on user-friendly HR Tech UIs, optimizing remote work. Supported senior designers in MVPs, creating wireframes, mockups, and prototypes, earning recognition for outstanding contributions.
- User-centered design, Wireframing, Responsive design

Disenme Design Studio / Design Intern

Bhopal, IN

July 2021 – January 2022

Built desktop and mobile websites using a no-code approach, launching within 2 months and increasing clientele by 45%. Gained hands-on experience in web development and branding.

More Projects

Hunomics Ltd. / Design Consultant (Freelance)

Helsinki, Finland (Remote)

Enhanced the existing design system and philosophy for a visually appealing and accessible global launch.

Education

LPU / Bachelors of Design

Punjab, IN

2018 – 2022

Product Design & Industrial (CGPA 8.0)

Tools

Tools:

Figma
Adobe Creative Cloud
Whimsical
Notion
Pen & Paper

Skills & Languages

Skills:

User flows · Wireframes · Mock ups · User testing · Data analysis · A/B Testing · Communicative · Detail oriented · Figma · Adobe Illustrator · Adobe Photoshop · Strategic thinking · Motion Design · Design Systems · Style Guides

Languages:

English (Fluent)
Hindi (Fluent)
Dutch (Beginner)

“Experienced product designer with a 2+ year track record in crafting visually captivating and **user-friendly UI designs** for web and mobile applications. Distinguished by a proven ability in developing **design systems**, **agile UI** solutions, and innovative **user retention** strategies”.