# Pradyumna Srivastava

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## WORK HISTORY

### Product Designer     Zype Instant Personal Loans (Fin-tech Startup)

October, 2022 — presently working | Mumbai, IN

Zype Instant Personal Loans distinguishes itself by offering hassle-free application process. It aims to simplify the lending experience by leveraging technology and automation to expedite loan approvals and disburse funds rapidly.

My role in the project - Zype App

- As an early design team member, defined and documented comprehensive guidelines for typography, color palettes, iconography, and spacing, ensuring brand consistency and usability throughout all design assets.
- Employed data-driven insights to analyse user behaviour and iteratively improve UI designs, resulting in a remarkable 20% increase in user retention.
- Demonstrated exceptional collaboration skills, working closely with product, CX, and engineering teams to identify customer challenges and implement dynamic UI solutions.
- Instrumental in achieving impressive outcomes, such as a remarkable 65% surge in loan applications and a notable 20% increase in user retention within a span of 3 months.
- Played a key role in aligning marketing efforts with consistent branding and design standards, resulting in enhanced brand recognition and heightened awareness among various campaigns

Skills

Design System Development, Agile UI Solutions Cross-Functional Collaboration, Customer Problem Identification, Design-Development Optimization, Branding and Design Standards, Marketing Partnership, User Retention Strategies, Brand Recognition Enhancement, Material and Interface Design

### UX-UI Designer     McKinley Rice, Inc. (SaaS in H.R. Tech)

February, 2022 — October, 2022  | Pune, IN

SecondOffice is an innovative HR Tech platform that specializes in providing comprehensive solutions for remote work and virtual office management. It offers a wide range of tools to address the unique challenges faced by HR professionals in managing remote workforce.

My role in the project - SecondOffice.io web-app , and SecondOffice website

- Collaborated cross-functionally to create visually appealing and user-friendly UI designs for SecondOffice's HR Tech platform, ensuring seamless user experiences and contributing to the optimisation of remote work for HR professionals and teams.
- Provided valuable assistance to senior designers in implementing new design guidelines for the company's in-house Minimum Viable Products (MVPs) and live projects. Created wireframes, mockups, and prototypes to illustrate layout, interactions, and visual elements, ensuring a seamless and intuitive user experience
- Collaborated closely to ensure the consistent application of innovative design principles, resulting in visually appealing and impactful outcomes.
- Received 'Above & Beyond' recognition for exceptional collaboration with the marketing team, focusing on brand awareness and establishing a strong social presence.
- Spearheaded the creation of a new style guide for the company's design system, collaborating closely with the Design team in S. Korea.

Skills

UI Design, Wireframing and Prototyping, Design Systems, User Research, Development Collaboration, Industry Trends and Best Practices, Problem Solving, Attention to Detail, Adaptability

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## Design Intern     Disenme Design & Marketing Agency

July, 2021 — January, 2022 | Bhopal, IN

Disenme helps clients establish a strong brand presence and drive business success through effective design and marketing strategies.

My role in the project - Disenme associates branding

- Responsible for creating desktop and mobile websites from scratch using a no-code approach
- Successfully completed website launch within a 2-month timeframe, resulting in a 45% increase in clientele
- Collaborated with co-designers on various visual design and branding projects for client work
- Gained hands-on experience in developing websites and working within tight deadlines
- Enhanced skills in visual design and branding through immersive learning opportunities
- Demonstrated ability to work effectively and efficiently as part of a team

Skills

Graphic design, Logo creation, Theme and content creation, collaboration, client meetings, site visits

## PROJECTS

### Design Consulting (Ethical design and UI)     Hunomics Ltd.

April 2021 - December 2021 | Finland (remote)

Hunome is a product uniquely designed for building multidimensional understanding.
This is the place for thinking and building knowledge together or solo. A home for the curious and sense makers.

My role in the project - Hunome

- Work on the existing design system and philosophy to make it visually better.
- Adopt accesibility guidelines to help it launch globally with all norms maintained and viable for people around the world.
- Work with the CMO to ideate strategies for social media presence.
- Work with the CEO to establish UI and UX decisions for future teams to follow on.

## EDUCATION

### Bachelors of Design (Product & Industrial Design)     Lovely Professional University

July, 2018 | Punjab, IN

I studied and developed expertise in product development processes, including product thinking, UI/UX design, and ergonomic studies. I also focused on enhancing my soft skills during this time. Additionally, I co-founded a working organization within the university, which provided valuable lessons in leadership and entrepreneurship. My passion for design and dedication to my studies earned recognition from both my peers and professors.