

# Pradyumna Srivastaa

## UI - UX Designer | Product Design

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### Summary

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

### Professional Skills

Design thinking,

Flow Diagrams, Wireframes

User  
Experience & User Interfaces

Problem solving

Prototypes and Pitch Decks

Usability and Accessibility

### Work experience

#### goGlocal Pvt. Ltd.

UI/UX Designer

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.

#### Respo Financial Capital Pvt. Ltd. (Zype App)

UI/UX Designer

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.

#### McKinley Rice Creativity Pvt. Ltd. (SecondOffice Web App)

UI/UX Designer

02/2021 - 09/2022

- 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

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## Education

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**Lovely Professional University**

Bachelors of Design (Product & Industrial Design)

2018 - 2022

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## Certificates

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2023

[Communication for Product Managers](#)

2022

[Master Digital Product Design: UX Research & UI Design](#)

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## About

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### Work preferences

I am a Strategic Product-Designer. I solve complex problem statements through simple, highly elegant, and naturally-intuitive design solutions.

I prioritize balancing user needs and business objectives when creating products using user-centric methods.

My experience includes working on B2B SaaS products and D2C applications that utilize data-driven decisions - enabling ideas to become the revenue-generating truth. At the startups I worked at, I led the design teams from scratch to improve user journeys and reduce the negative impact of design on users.

I conducted user research, developed wireframes and prototypes, and tested the usability and accessibility of the products. Additionally, I strive to establish cooperation between stakeholders, Product Managers, and the Development Team to ensure that my designs can be easily shipped and tested in the real world.

Companies I worked at, are now crossing more than 26 Million users across the globe, with a totalling revenue of more than \$10,020,000