Bianca Srivastava

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PRODUCT DESIGN

Accenture Song, Chicago, IL
Nov 2021-Aug 2024
Product Designer

Optimized UX experiences on e-commerce sites using AB testing and design thinking strategies (PSM). Clients include Nike i3 Labs and CDW Corp.

TrustCloud, Austin, TX
Jan 2021-Oct 2021
Product Designer

Wireframed, prototyped and visually directed the Trust Share SaaS platform from scratch. Created animations, micro interactions and graphic elements for this early stage startup, now valued at $22m.

Aurigo Software Technologies, Austin, TX
Aug 2020-Jan 2021
Product Design Intern

Developed initial designs and prototypes for Aurigo Engage, the platform's first public engagement tool that gathers public sentiment around prospective construction projects in their communities.

Reach Media, Austin, TX
March 2020-Jan 2021
Freelance Product Designer

Created wireframes, hi-fidelity screens, custom illustrations, and prototypes for clients in the health and e-commerce sectors.

GRAPHIC DESIGN

Nexstar Digital Agency, Austin, TX
Jun 2019- Sept 2019
Contract Graphic Designer

Created storyboard concepts for future Macy's campaigns. Animated mobile and desktop banner ads for Macy's current Market Update. Assisted in designing and coding responsive HTML emails.

Team One, Marina Del Rey, CA
Jun 2018- Aug 2018
Creative Intern

Assisted in-house creative teams on Lexus, Expedia and DFW Airport engagements. Copywrote for Lexus print campaigns and branding design for DFW airport lounges. Led Creative for the Expedia intern project.

EDUCATION

2024-Current
McGill University

Masters of Information Studies
Relevant Coursework:
INFS 630 Data Mining, INFS 625 Information Architecture, INFS 634 Web System Design & Development

2019-2020
Flatiron School, UI/UX Design

2015-2019
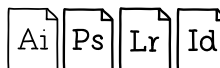**The University of Texas at Austin**

BFA in Design
School of Design and Creative Technologies

Certificate/Minor in Creative Writing
College of Liberal Arts

SKILLS

Adobe:

Ai | Ps | Lr | Id

Prototyping:

Other:
web design, copywriting, basic HTML/CSS, wireframing, affinity mapping, user testing, prototyping, branding

Languages:
English, Hindi, Gujarati