DIVYANSH SRIVASTAVA

UI/UX Designer | IIT Roorkee (AIR 506)

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PROFESSIONAL SUMMARY

UI/UX designer with a strong grounding in product strategy and data-informed growth. Experienced in crafting personalized user journeys by translating behavioral insights into intuitive interface decisions. Worked on improving e-commerce performance through funnel optimization, customer journey mapping, and targeted digital initiatives. Passionate about building scalable, user-centered digital experiences that balance business objectives with meaningful user value.

EXPERIENCE

Growth Lead | ShopDeck (Feb 2025 – July 2025) | Bengaluru, Karnataka

- Led growth initiatives for e-commerce brands

- Worked on performance optimization & digital funnel improvement

- Focused on customer journey enhancement and conversion strategy

Influencer Marketing Executive | Rare Rabbit (May 2024 – Aug 2024) | Bengaluru

- Scouting Influencer

- Negotiating Cost

- Planning campaign

- Management and tracking of the campaign

- Post campaign analysis

Graduation Project | BESTSELLER (Jan 2024 – Apr 2024)

- Created highly personalized emailers based on individual user preferences

- Analyzed browsing history, product clicks, cart additions, purchases, and engagement

- Conceptualized AI-driven dynamic email campaigns

IE Intern | Raymond's Silver Spark (June 2023 – July 2023)

Textile Intern | Shivalik Prints Ltd. (June 2022 – July 2022) | Faridabad, Haryana

EDUCATION

Indian Institute of Technology Roorkee

Masters in Design – Industrial & Product Design (Expected July 2025)

AIR 506

National Institute of Fashion Technology (NIFT)

Bachelor of Fashion Technology (Aug 2020 – July 2024)

Sanskar International School

12th – PCM (March 2018 – March 2020)

TOP SKILLS

UI/UX Design | Product Design | E-Commerce Consulting | E-Commerce Optimization | E-Comm Strategy | Growth & Conversion Strategy | Influencer Marketing | Campaign Planning & Analytics | Personalization Systems