

Dhruv Srivastava

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Work Experience

Accolite Digital Product Designer / Service Designer

April 2023 - Present

- Worked as a product designer within the Lean Inception Studio, CX function.
- Designed the AI-Design Sprint for Orgs, improving efficiency and effectiveness in the design process.
- Currently leading the development of a design system for Power BI, enabling faster deployment of dashboards for clients.
- Working as a service designer, conducting design thinking Workshops and customer Service experience Audits for one of America's largest HVAC companies.

Credit Suisse AG Design thinking & User Experience Intern

Sept 2022 - March 2023

- Served as a Design Thinking and User Experience Intern.
- Redesigned the Design Thinking workshop for all bank verticals, enhancing the learning experience for participants.
- Worked on credit lending and Lombard product for global markets, ensuring user-centric design solutions.
- Conducted trend forecasting research and presented design trends to over 300 attendees from various bank verticals.

Deloitte India Consultant

May 2018 - Oct 2020

- Played a key role in setting up and driving the Voice Analytics solution for the Risk Advisory CX Team.
- Successfully executed a proof-of-concept (POC) for a large Indian e-commerce retailer, delivering valuable insights through design.
- Conducted research and collaborated with offshore design and development partners, ensuring seamless project delivery

Itu Chaudhuri Design Digital Design Intern

July 2017 - Dec 2017

- Responsible for features, UAT, UI Component library building and maintenance of a no-code web tool for designers.

Branding Consultant for TekTik lifestyle Mentor @ Stealth mode startup

Skillset

User Experience & Interface Design

(IA, Wireframes, Interface, Interaction)

Design thinking workshops

(Crafting and conducting DT workshops)

User Research

(Conducting interviews, performing synthesis)

Information Design

(Data analysis, processing and visualisation)

Speculative framing

(Grounding via research, trend forecasting)

Coding

(HTML, CSS, JavaScript, Processing)

Education

National Institute of Design

Masters in New Media Design
2020 - current

- Head of the Film club
- Placements Core Team

MIT Institute of Design

Bachelors in Graphic Design
2013 - 2018

- Head of the Documentation team

Achievements

ValueLabs Designathon

Top 10 - Product Design
2021

Adobe Design Achievement

Two time semifinalist - Branding
2017