

Pragya Srivastava

Product Designer

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Career Highlights

- ❖ Product Designer with **8 years of design experience** grounded in **asking the right questions, cross-functional collaboration, iterative design, and stakeholder Management.**
- ❖ As a UX Designer at KanbanZone, a B2B SaaS platform, we **decreased support calls by 30% and reduced the bounce rate by 35%** by fixing UX frictions and conducting A/B tests.
- ❖ Increased **user acquisition by 48% which resulted in 2X revenue** for Lomas Design, a real estate company by doing a UX overhaul of their website.
- ❖ Founded a design consultancy and **led a cross-functional team of 7.** Delivered design solutions **with a 100% success rate to 48 clients across 8 countries** including Canada, the UK, the USA, Germany, and India.
- ❖ **Mentored 150+ designers on design principles and effective collaboration** through 1:1 as well as group calls.

Professional Experience

Senior UX Designer (Contract) | Dec 2022 - Present

Occidental Petroleum | B2C SaaS, Social Media | Hybrid, Houston, TX

- ❖ Currently leading the UX Design for 6 enterprise products ranging from web based to mobile applications to improve the workflow of the end users by collaborating with Product Owners, Business Analysts, Developers and SMEs.
- ❖ Leading the Research and Ideation phase for a zero to one application being designed for the users in Well Life Cycle teams.
- ❖ Conducted stakeholder meetings to educate and improve UX Process, tools and design standards within the company.
- ❖ Conducted user interviews with SMEs and users during product discovery to create personas and map user journeys.

Lead Product Designer (Contract) | Sep 2022 - Nov 2022

Co.lab | B2C SaaS, Social Media | Remote, USA

- ❖ Led the end-to-end mobile app design process from discovery to launch by collaborating with a product manager and 3 software developers.
- ❖ Delivered a functional prototype for developer handoff in an 8-week timeline by making judgment trade-offs between performance, features, and speed-to-market.
- ❖ Presented work to 16 teams consisting of designers, product managers, and engineers through sketches, user flows, wireframes, and high-fidelity designs.
- ❖ Managed all stages of qualitative research and conducted a usability test with 6 participants to improve the user experience in a fast-paced iterative environment.

Education

Enterprise Design Thinking Practitioner

IBM

UX Design Certificate

Springboard

Registered Architect

COA, India

Bachelor of Architecture

JNAFAU, INDIA

Leadership

Hexagon Designathon

- ❖ Won first place and led a team of 4 designers.
- ❖ Designed feature addition for Amazon named "Green Prime" to reduce packaging waste from e-commerce.

Interaction Design Association (IxDA)

Local leader - Houston

Peer Mentor, Springboard

- ❖ Mentoring UI/UX students through 1:1s and group support calls.

Strengths

Design

Ideation
User Flows
Information Architecture
Persona, Journey Maps
Style Guide
Wireframing
Prototyping

UX Designer & Researcher (Contract) | May - Sep 2022

Passific House | *Real estate, Sustainability* | Remote, USA

- ❖ Executed market research to help understand the problem of providing affordable sustainable housing by collecting 10+ data points from surveys.
- ❖ Conducted weekly meetings with stakeholders and iterated on wireframes through a constant feedback loop.

Senior UX Designer (Contract) | May - Jun 2022

Kanban Zone | B2B SaaS, Productivity | Remote, USA

- ❖ Spearheaded the UX and UI redesign and introduced FAQs as a result of insights from research findings that resulted in a 30% decrease in support calls.
- ❖ Conceptualized and iterated low-fi wireframes to high-fidelity mockups and conducted A/B testing on 6 design options with 10 participants.
- ❖ Optimized information architecture based on user testing results, improved CTAs, condensed copy, and reduced bounce rate by 35% on the landing page.

Lead UX Designer | Aug 2021 - Mar 2022

MovePal | Proptech | Remote, USA

- ❖ Created MovePal - a moving concierge app as an opportunity to reduce the stress of moving by identifying user pain points through primary and secondary research.
- ❖ Synthesized findings and iterated designs based on feedback from conducting 3 rounds of remote moderated usability testing with 15 participants.

UX Designer | Jun 2020 - Jul 2021

Lomas Design LLP | Real estate | Remote, India

- ❖ Increased customer leads by 48% resulting in 2X revenue for Lomas Design, an architecture design and build company by doing a UX overhaul of their website.
- ❖ Executed competitive and heuristic analysis to make informed design decisions followed by wireframing, prototyping, and conducting 2 rounds of usability tests

Founder, Lead Designer | Dec 2017 - Jun 2020

Yugen Space | Real estate | Remote, India

- ❖ Developed a WordPress website and planned the marketing of the firm. Surged revenue 7X by constantly iterating the website and improving SEO rankings.
- ❖ Designed a school as part of a marketing campaign for the Chief Minister of Telangana, India to provide accessible learning to young students with dyslexia.
- ❖ Successfully presented the high-fidelity 3d prototypes and mockups to the chairpersons of UNESCO for design approval and received praise for the level of research and detail provided.
- ❖ Designed websites for 3 startups and helped establish their branding.

Architectural Designer | Dec 2014 - Nov 2017

- ❖ Developed conceptual sketches to high fidelity 3D prototypes for modern Luxurious villas starting from \$1M as a result of multiple iterations suggested by users and stakeholders and by synthesizing insights from user interviews.
- ❖ Established the branding, style guide, and website design for Rhythm of Space, Bangalore – an architecture and interior design firm.

Research

Competitive Analysis
User Interviews
Surveys
Card Sorting
Market Research
Usability Testing

Tools

Figma,
Adobe XD
Sketch
Axure Rp
Adobe Creative Suite
Invision
Marvel Pop
Azure
Jira
Asana
Notion
Google suite
Dovetail
Otter.ai
Revit, AutoCAD
Sketchup, Vray
Lumion, Unreal Engine

Languages

HTML
CSS