

Priya Srivastava

Product Designer

[Portfolio](#)

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EXPERIENCE

HCL Software, Bangalore — *Product Designer 2*

Apr' 2023 - PRESENT

- Redesigned standalone native UI tools into an intuitive web-based interface, achieving a 30% reduction in clicks and enhancing navigation efficiency.
- Conducted research and crafted designs for AI chatbot integration in mainframe products, streamlining user workflows to reduce clicks and time on tasks.
- Won the Holistic Excellence Award for generating and leading a successful hackathon idea.
- Optimized the user experience by streamlining workflows and simplifying information, hence reducing complexity and task completion time.
- Documented the UX Design process and requirements, improving the work efficiency and alignment between development and design team.

TechIntelli Solutions, Bangalore — *UX/UI Designer*

Feb' 2022 - Mar' 2023

This was a contract role where I was deputed to HCL Software.

- Led the designs for 4 products in the Mainframe solutions family.
- Created mid to high-fidelity designs and motion prototypes by understanding the features and their use cases.
- Conducted alignment reviews of the released and in-progress products, to ensure compliance with HCL Software's and Carbon design guidelines for IBM products.
- Produced product release brochures, posters and designed informative icons for product releases to effectively communicate their key features to stakeholders.

Bharadwaj Designs and Associates, Noida — *Junior Architect*

Apr' 2021 - Aug' 2021

- Managed 3 Residential projects from conceptualization to detailed drawing.
- Coordinated with various stakeholders (engineers, clients, onsite leaders) involved in meetings with the clients.
- Developed strong communication, organizational, and presentation skills.
- Planned and organized the on-site and off-site project tasks effectively.

PROJECTS

[Hungry Platter](#) — *Case Study*

Bridging the gap between surplus food to those in need (Food Donation).

[Balance](#) — *Case Study*

Social application to assist better mental health care.

EDUCATION

Bachelors of Architecture / 2015-20

APEEJAY School of Architecture & Planning (Affiliated to AKTU, Lucknow)

Coursera - [Google UX Design Certificate](#) / Aug' 2021 - Oct' 2021

Shaw Academy - Web Development (HTML & CSS) / Aug' 2021

HARD SKILLS

Figma

Framer

Spline

Miro

Adobe creative suite

Basic HTML & CSS

MS office

DESIGN SKILLS

Critical Thinking

Problem Solving

Design Methodology

UI Design

User Research

Advanced Prototyping

Motion Design

AWARDS

HCL Software Hackathon 2023

Holistic Excellence Award

COURSES & CERTIFICATIONS

Gamification & Behavioural Design: The Octalysis Framework - Udemy /

Apr'2022