



Kritika Srivastava,

Product designer (UX/UI)

PERSONAL DETAILS

Gender: Female (she/her)

Nationality: Indian

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BIO

I am a Product designer with 5 years of professional experience. I specialize in product thinking and strategy. I have designed products for various industries including. Fin-tech, Edu-tech, and E-commerce.

LANGUAGES

English

Hindi

SKILLS

Facilitating Design thinking workshops

User stories & Story boarding

User flows

Information Architecture

Prototyping

Interaction Design

EXPERIENCE (5 YEARS)

MAY 2023 - Present

Betterhalf.ai

Senior Product Designer

1. Revamped the existing matchmaking application to achieve a 30% increase in the user onboarding rate.
2. Developed a wedding planning tool that effectively reduced the operations team's time spent on offline calls to users, subsequently resulting in a 10% increase in user conversion.

December 2020 - May 2023

Lollypop Design

Senior UX Designer

PROJECT 1: Lead Designer for BoAt Lifestyle

1. Conducted a design strategy workshop to comprehend project scope and requirements.
2. Implemented a redesigned user journey, resulting in a 10% reduction in user drop-off from checkout screens.
3. Enhanced the Average Order Value (AOV) by 2% through the implementation of diverse strategies for cross-selling and upselling.

PROJECT 2: Ushop: Unilever

1. Conducted a design strategy workshop to gain insights into project scope and requirements.
2. Restructured the information architecture to enhance user navigation and facilitate the discoverability of products.

PROJECT 3: Bookscape by Repro works

Conducted user interviews with publishers as part of primary research. Generated thorough benchmarking documents and conducted heuristic design audits to ensure alignment among all stakeholders.

August 2019 - December 2020

KarmaCircles

Product Designer

Developed three proprietary in-house products centered around the principles of the circular economy. Drafted comprehensive product requirement documents explaining the designs and processes I had undertaken.

EDUCATION

2015-2019

Galgotias University, Greater Noida, India

Bachelors In Computer Science and Engineering

