

Priya Srivastava

Product Designer

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SKILLS

- **Design & Tools** - Figma, Framer, Spline, Miro, Rive, Adobe Creative Suite, Maze
- **Product & UX** - Product Thinking, Interaction Design, AI-assisted UX, Design Systems, UX Research & Experimentation, Prototyping & Validation, Motion Design, UX Storytelling & Stakeholder Communication, Vibe coding
- **Technical** - Basic HTML & CSS

EXPERIENCE

HCL Software

Bengaluru

Product Designer II

Oct 2025 - Present

Product Designer (Full-Time)

Apr. 2023 - Sept. 2025

UX/UI Designer (Contract)

Feb 2022 - Mar 2023

- Led the consolidation of multiple standalone native tools into a unified web-based experience, translating fragmented workflows into a cohesive interaction system under legacy constraints.
- Designed a scalable, plug-and-play in-product guidance framework usable across multiple mainframe products with differing UIs, technologies, and interaction patterns.
- Conceived and designed Feature Navigator, enabling contextual, step-by-step in-product learning to improve feature adoption for both new and existing users.
- Designed an AI-assisted guidance experience with human-in-the-loop verification, ensuring user control, safety, and trust in high-risk enterprise workflows.
- Reduced dependency on external documentation by embedding contextual guidance directly into the product experience.
- Collaborated closely with product managers and engineers to resolve usability gaps and deliver production-ready designs across multiple releases.
- Ensured design consistency across shipped and in-progress products by aligning with IBM Carbon Design System.

Bharadwaj Designs and Associates

Noida

Junior Architect

Apr. 2021 - Aug. 2021

- Led end-to-end design for three residential projects, translating abstract client requirements and regulatory constraints into build-ready execution plans.
- Balanced conflicting inputs from clients, engineers, and on-site teams while making trade-offs between design intent, feasibility and timelines.
- Built a foundation in constraint driven system level decision making, later applied to enterprise level software design.

PROJECTS

[In-Product AI Guidance System \(NDA\)](#) | Figma, FigJam

Designed a scalable guidance framework to improve learnability and feature adoption across complex enterprise products.

[Hungry Platter](#) | Figma, Miro, Google forms, Maze

Designed a food-donation platform connecting surplus food providers with NGOs, addressing logistics and trust constraints.

EDUCATION

APEEJAY School of Architecture & Planning, Greater Noida

2020

Bachelors of Architecture (B.Arch)

ACHIEVEMENTS

HCL Software Hackathon 2023 - Holistic Excellence Award (Excellence in functionality, design, and user experience impact).

CERTIFICATIONS

The Narrative Web: Storytelling applied to UX/UI design - Domestika

Oct. 2024

Gamification & Behavioural Design: The Octalysis Framework - Udemy

Apr. 2022