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
- **Technical -** Basic HTML & CSS

EXPERIENCE

Product Designer 2   Apr. 2023 - Present
HCL Software   Bengaluru

- Led the consolidation of multiple standalone native tools into a unified web experience, translating fragmented workflows and inconsistent patterns into a coherent system, despite legacy constraints and partial documentation.
- Designed a plug-and-play **AI assistant** and **Feature Navigator** usable across multiple mainframe products with different UIs, technology and interaction patterns, defining a common UX framework and enabling broader portfolio adoption.
- Reduced dependency on complex help documentation by embedding AI-guided task flows directly into the product experience, improving efficiency for new users navigating legacy mainframe systems.
- Implemented human in the loop fallback workflows, requiring step-by-step user verification for AI-assisted actions to ensure trust and safety in high-risk enterprise environments.
- Conceived and designed Feature Navigator, aiming to reduce reliance on support tickets and help documentation by enabling contextual, in-product learning, improving adoption of newly released features for both new and existing users.

Software Associate (UX/UI Designer)   Feb. 2022 - Mar. 2023
TechIntelli Solutions   Bengaluru

- Led UX and UI design for four enterprise products within the mainframe solutions portfolio.
- Translated complex technical requirements into clear workflows and high-fidelity interfaces, including motion prototypes.
- Ensured design consistency across products by aligning with IBM Carbon Design System guidelines.
- Collaborated with PMs and engineers to resolve usability gaps and deliver production-ready designs.

Bharadwaj Designs and Associates   Apr. 2021 - Aug. 2021
Junior Architect   Noida

- 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

[**Hungry Platter**](#) | **Figma, Miro, Google forms, Maze**
Designed a food-donation platform connecting surplus food providers with NGOs, addressing logistics and trust constraints.

[**Mitsubishi Electric - Website Redesign**](#) | **Figma**
Refined homepage visual hierarchy and subtle motion to enhance engagement while preserving core brand messaging.

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