



Kritika Srivastava

USER EXPERIENCE DESIGNER

kritikadesign.com

kritisri97@gmail.com

EXPERIENCE

LOLLYPOP DESIGN STUDIO, DEC 2020- PRESENT

SENIOR UX DESIGNER

Lead Designer for **BoAt Lifestyle**, Oct 2022- Present

Design workshop

Design Planning

Personas

Interaction Design

- Created an approach document for the redesign of the website and helped sales team convert the project.
- Working as a Lead designer, and ran a discovery workshop to understand business, and project scope.
- Creating brand core personas to help the marketing and sales team.
- Creating wireframe and designing micro interaction for the mobile application.

Lead Designer for **Ushop: Unilever**, Jul 2022- Aug 2022

Design workshop

Design Planning

Personas

- Ran a design discovery workshop to understand the business model and target user cohorts.
- Created an exhaustive information architecture.
- Helped create wireframes.

Sr. Designer for **Repro Works**, Dec 2021- Aug 2022

Design workshop

Personas

IA

Wireframes

Prototypes

- Ran a successful design discovery workshop with 10 stakeholders.
- Conducted stakeholder interviews for primary research.
- Worked on a bench marking document to compare similar products in the industry.
- Created user-personas, customer journeys, and Information architecture.
- Designed wireframes for responsive website and hybrid mobile application.

UX Designer for **GIIS LMS**, Mar 2021- Dec 2021

- User Stories
- Writing themes and epics
- Wireframes
- Prototypes

- Created a new system for recording user stories that eventually translates into product features.
- Create user flows and information architecture.
- Wireframes for the web application and mobile application.

EXPERIENCE

KARMA CIRCLES, AUGUST 2019- DEC 2020
SENIOR PRODUCT DESIGNER

Lead Designer for **POOLIt super app**, Aug 2019- Dec 2020

- Design Planning
- Personas
- IA
- Task Flows
- UI

- Creating user personas and user flows.
- Creating Information architecture.
- Creating wireframes (Figma)
- Prototyping the application (Figma)
- Creating high fidelity designs (Figma)
- Setting up a design system
- Developer handover of the application

SKILLS

- Facilitating Discovery workshop
 - User Stories & story boarding
 - User flows
 - Prototyping
- Information Architecture
 - Writing product documents
 - Wireframe
 - Interaction Design

EDUCATION

GALGOTIAS UNIVERSITY, 2015-2019
B.Tech in Computer Science and engineering

12TH BOARD CBSE, 2014-2015
Kendriya Vidyalaya

10TH BOARD CBSE, 2012-2013
Kendriya Vidyalaya