**Gaurav Shriwastava**

Senior UX Designer

Bengaluru, Karnataka, India  sri1996gaurav@gmail.com  +91-6392018010  [linkedin.com/in/gauravshriwast](http://www.linkedin.com/in/vedanshv)  [Portfolio](https://www.figma.com/proto/YRpuyj9RQUs6NhSj3jt73g/Hearticraft-Gaurav-Portfolio?node-id=52-120&t=7yEMlm2XSIwoV4mc-1&scaling=contain&content-scaling=fixed&page-id=20%3A2&starting-point-node-id=52%3A120)

# SUMMARY



I'm an innovative **UX Designer with** **4.9+ years** of experience in creating user-centered digital products for B2B, B2C, and different devices. Skilled in UI design, wireframing, prototyping, and usability testing. Proficient in Figma, Sketch, WCAG standards, and responsive design, transforming user needs into successful product launches with the ability to lead and manage teams of 25+ stakeholders such as developers, designers, and QA. I used to mentor 4+ UX Designers within the organization and deployed on other products successfully.

# EXPERIENCE



## Senior User Experience (UX) Designer

**iVoyant Systems Pvt Ltd May 2023 - Present, Bengaluru**

**Projects & Key Contributions:**

**1. Case Management Application**

* Designed and managed the **end-to-end UX** of a scalable case management platform, ensuring a seamless user experience for automation and manual processes.
* Created **customizable dashboards, dynamic reports, case workflows, and chat/document management modules**, optimizing information accessibility and user engagement.
* Designed UX for an **intuitive custom form builder,** enabling users to configure case initiation forms, and reducing form creation time by **40%** through enhanced usability.
* Defined the **information architecture and UI patterns**, ensuring consistency across complex workflows and improving task completion rates.
* Collaborated with developers to implement **Next.js 14** for server-side rendering (SSR), achieving **30% faster load times** and enhancing performance.
* Conducted **user research, usability testing, and iterative improvements**, ensuring a user-centric design that aligns with business goals and technical feasibility.

**2. Orchestration Engine**

* Led the **end-to-end UX strategy** for the Orchestration Engine, enabling seamless workflow automation and manual task execution.
* Designed **intuitive workflow builder interfaces**, reducing configuration time by **35%** and improving user efficiency.
* Developed **customizable dashboards** with real-time insights, improving data visibility and decision-making speed by **40%**.
* Created an **interactive rule engine UI**, allowing users to define automation logic with minimal effort, reducing setup time by **30%**.
* Standardized design patterns for API integrations and error handling, ensuring consistency across multiple automation pipelines.
* Conducted usability testing and stakeholder workshops, leading to a **25% decrease in user errors** and a more intuitive experience.
* Designed and implemented an intuitive AI-based Activity and workflow builder which led to an **increase of 24% in task efficiency.**
* Collaborated with engineers to integrate scalable UI components, **reducing front-end development time by 20%.**

**3. UX Design & Strategy for Error Monitoring & Management Tool (ErrorNex)**

* Led the **end-to-end UX design** for a real-time error monitoring platform, reducing critical error resolution time by **40%**.
* Designed an **intuitive and customizable dashboard** with real-time error insights, improving incident reporting efficiency by **30%**.
* Created a **seamless user management and access control system**, ensuring role-based visibility and streamlined workflows.
* Developed an interactive **error translation module**, simplifying complex error logs for non-technical users and reducing troubleshooting time.

**4. Design System- Enterprise Design System for Scalable and Accessible UI**

* Created a **comprehensive design system** with reusable components, typography, color schemes, and UI patterns, enhancing design consistency across **15+ digital touchpoints**.
* Standardized UI elements and interaction patterns, improving **design efficiency by 30%** and reducing development time.
* Ensured **WCAG 2.2 compliance**, making applications more accessible to diverse users. platforms built using this design system have an accessibility score of 100 | [Click to view the report](https://drive.google.com/file/d/1u5fpIIruZE1y62KIZvuc2lXCSxqjEPWN/view?usp=sharing)
* Collaborated closely with **product managers, engineers, and stakeholders** to align the design system with business goals and technical feasibility.
* Conducted **user testing and design validation**, ensuring seamless adoption by designers and developers.

## Product Designer (UX)

**RD&X Network Feb 2021 - March 2023, Bengaluru**

**Projects & Key Contributions:**

**1. Workflow Optimization for Customer Data Platform**

* Led the **UX strategy and redesign** of the **workflow engine**, enabling seamless data orchestration and automation.
* Enhanced **integration flows** with marketing platforms like **Mailchimp, HubSpot, Snowflake, and other Data Lakes**, improving cross-platform data sync efficiency.
* Conducted **usability testing** to refine workflow configurations, leading to a **25% reduction in setup time** for marketing teams.
* Collaborated with product managers and developers to optimize performance, reducing page load times and improving user engagement.
* Ensured **WCAG compliance and accessibility best practices**, enhancing usability for diverse enterprise users.
* Developed an intuitive **onboarding flow**, improving user activation rates and reducing time-to-first-action.

**2. A Redesigned Customizable Dashboard with Advanced Features and Functionalities**

* Redesigned a customizable marketing dashboard with real-time data, personalized widgets, and custom reports. Enhanced UX by improving onboarding, simplifying navigation, and implementing a user-friendly interface with intuitive filters, aligning with user-centered design and business objectives.
* Boosted platform engagement rate by **25%.**
* Reduced client onboarding time by **40%**.
* Reduced customer support requests.

## User Experience (UX/UI) Designer

**Freelance June 2020 - Feb 2021, Noida**

**Projects & Key Contributions:**

* As a freelance UI/UX Designer, I created interfaces for **Fintech, Healthcare, E-Commerce, Customer Experience platforms, Retail websites, and AI apps.**
* Increasing user engagement by an average of 20%
* Collaborated with cross-functional teams, conducted user research, and designed wireframes, prototypes, and high-fidelity
* visual designs, resulting in 15% faster project completion and a 25% improvement in user satisfaction.
* Prioritized user-centered design, responsive design, and WCAG accessibility standards, driving a 30% growth in conversions
* and aligning with business objectives.

# PERSONAL PROJECTS



##  Diamond Suit with solid fillDrive-thru systems for restaurantsDiamond Suit with solid fill Role-based access control tool (Ongoing)Diamond Suit with solid fillAuthFlip Mobile and Web App (Identity and scam prevention app)

# EDUCATION



**Bachelor Of Tehnology - Mechanical Engineering** • Kashi Institute of Technology,• Varanasi • 2017

# SKILLS



**Figma**, Sketch, **Adobe XD**, Wireframing, **Prototyping**, User Research, **Usability Testing**, Surveys, Competitive Analysis, **WCAG accessibility standards**, **User-Centered Design**, **Lean UX Practices**, A/B Testing, Visual Design, Adobe Creative Suite, Photoshop, Interaction Design, Information Architecture, Responsive Design, Mobile-first Design, Design Systems, Components, Libraries, Product Development, B2C/B2B, **Product Management**, Storytelling, Persona Development, Journey Mapping, Ideation, B2C E-commerce, Design Thinking, Visual Design (Typography, Iconography), Research and Analysis, **Agile Methodologies**, ADO, Jira, Basic, **HTML5, CSS3,** jQuery, Bootstrap, Microsoft Office, Creative problem solving, Verbal & Written Communication, Workflows, Detail Oriented, Multitasking, Leadership, Team Management, Mentorship to junior UX designers

# LANGUAGE



HINDI, ENGLISH

# CERTIFICATION AND ACHIEVEMENTS



**Design for accessibility (WCAG 2.2)** Udemy

**Design Thinking**  SimpliLearn

**UX Audit and UI Redesign** Udemy