

SUKRUTI SHRIVASTAVA

PRODUCT DESIGNER

Product designer with 4+ years of designing & developing end-to-end B2B and B2C fintech and healthcare products. I bring an engineering perspective while designing web and mobile products with an eye for visual design.

OPENLOOP - UX DESIGNER

June 2021 - Current

- Led several projects while working cross-functionally to design and implement Telehealth experience platform from conceptualization to launch as a sole designer.
- Build the design system from scratch by understanding the brand value to maintain consistent designs and improve workflow.
- Create sketches, wireframes, and mocks to communicate user flows and interactions to the engineer, marketing teams, business teams and clients.
- Collaborate with engineers to advocate for accessibility principles to ensure inclusive designs for clients and their customers.

SCRIPTCHAIN LLC - PRODUCT DESIGN INTERN

June 2020 - August 2020

- Translated research outcomes into interactive prototypes and wireframes to create a heart-risk analysis graph to help doctors quickly identify patients' heart diseases, enhancing physician's efficiency by 50%.
- Gathered customer insights through 8 user interviews, 6 contextual inquiry and surveys to identify complexities associated with the healthcare system.
- Executed 5+ usability-testing studies with physicians to implement feedback in designs resulting in rich design solutions.
- Collaborated with Engineering and Business Analyst teams to communicate ideas and implement changes needed in design and development.

INDIANA UNIVERSITY - ASSOCIATE INSTRUCTOR

January 2020 - May 2021

- Mentored 35 graduate students 1:1 to analyze their learning goals and applied user research methods to assign them tasks according to their needs and challenges.

WIPRO TECHNOLOGIES - UX ENGINEER / FRONT-END DEVELOPER

September 2015 - June 2019

- Developed and tested APIs to integrate TD's front-end and back-end system using NodeJS, HTML, CSS and Javascript.
- Designed & developed specification documentation, unit & functional tests and root causes and defects, improving code quality by 25%.
- Led a team of 2 to delegate responsibilities enhancing development time by 20%.

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SKILLS

Wireframing
Prototyping
Information Architecture
Design Systems
Accessibility
Visual Design
Motion design
Design Strategy
User Interviews
Usability Testing
A/B testing
Journey Mapping
Affinity Diagramming

PROGRAMMING

HTML/CSS
Javascript
Angular
NodeJS

TOOLS

Figma
Balsamiq
Zeplin
Sketch
InVision
Adobe Creative Cloud

INDIANA UNIVERSITY BLOOMINGTON

MS in Human-Computer
Interaction and Design
GPA: 3.89/4.0

LNCT

BE in Computer Science &
Engineering
GPA: 8/10