

SAMRIDDI SRIVASTAVA

PRODUCT DESIGNER

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SUMMARY

Expertise in defining product strategies and research methodologies to address complex business challenges. Skilled in conducting user research, creating workflows, interactive prototypes, and design systems to streamline processes, enhance usability, and deliver scalable solutions for ERP systems. Demonstrated ability to collaborate with cross-functional teams and present actionable insights to stakeholders, aligning user needs with business objectives.

SKILLS

- Problem-Solving
- Data-Driven Design
- Scalable Design Solutions
- User Research
- Workflow Design
- Design Systems Development
- Wireframing
- Strategic Thinking
- Task Flow Analysis

PROFESSIONAL EXPERIENCE

Product Designer

August 2024 - July 2025

Zyod Manufacturing

Projects:

- **Scalable ERP Filters:** Designed a scalable filtering system, improving data accessibility by 80% and reducing filtering task time from minutes to seconds. Performed heuristic evaluations, user interviews, and task flows to identify pain points.
- **Bulk Actions in Sales Orders:** Developed workflows for bulk actions in the Sales Order page, lowering repetitive errors by 80%. Mapped user journeys and designed interactive confirmation modals and dropdown actions.
- **Jobwork Completion Form:** Optimized Jobwork Completion Form reduced manual errors by 50%, accelerated payment approvals by 30%, and provided real-time tracking for accurate and efficient jobwork management.
- **Table Component:** Redesigned a smart, scalable table component for ERP systems, improving usability and consistency. Enabled custom column preferences, responsive layouts, and hierarchical data displays.
- **Price Variation in SO and PO:** Delivered a real-time dashboard integrating Sales Orders and Purchase Orders. Automated price adjustments, reducing manual errors and saving significant time in margin calculations.

EDUCATION

Bachelor's in UX/UI Design (9.18 CGPA)

September 2021 - June 2025

Chitkara University, Punjab

Accomplishments:

- Led projects from research to final design, collaborating with team members through each phase.
- Developed strong problem-identification and iterative design skills to create user-centric solutions.
- Conducted user research, interviews, and usability testing to inform design decisions.
- Applied research, problem-solving, and UX methodologies to refine product experiences.
- Strengthened presentation and communication skills while presenting to mentors and stakeholders.
- Designed wireframes, prototypes, and design systems.

High School

May 2020

Army Public School, Allahabad

ACHIEVEMENT

Winning Team

April 2024

Brainathon Design Challenge, BlinkX

- Redesigned the DIY onboarding flow for opening a Demat account, focusing on reshaping UX flow and UI while addressing the psychological behavior of users.
- Delivered a seamless and innovative solution with a user-centric approach and creativity.