



# Natasha Srivastava

## PRODUCT DESIGNER

natashasrivastava.design@gmail.com

Kidwai Nagar East, New Delhi

+91 7907526841

An end-to-end product designer, advocating the need to prioritise People over Technology. With multi-faceted experience in Digital + Print in industries spanned across Tech, Marketing & PR, Retail & Editorial; today, I'm a well-rounded oddball who's the Jill of a lot of trades & Master of quite a few. Practising meaningful design since the past five years, been teaching for three.

## I Design, Draw, Write & Teach

**LinkedIn** natasha-srivastava

**Medium** natasha-srivastava

**Website** natashasrivastava.com

**Dribbble** natasha\_srivastava

**Instagram** TheExperientialDesigner

## TEACHING

### National Institute of Fashion Technology

Guest Faculty • Interaction Design

Jury Member • FC Summer Internship

### Designerrs Lab Delhi + Hyderabad

Mentor • Full Stack Product Design

## EDUCATION

### Stanford Graduate School of Business

Executive Education • Design Thinking :

From Insights to Viability 2021

### National Institute of Fashion Technology

B.Des • Fashion Communication 2017

## SKILL SET

Design Thinking, User Research & Synthesis, User Flows, Content Strategy, Wireframes, Data Visualisation, Visual Design, Prototyping, Heuristic Evaluation

## INTERNSHIPS

### Fashion Features Intern

L'Officiel, India | Jan - Apr 2017

### Features Intern

Hindustan Times, Lucknow | Jan 2015

## EXPERIENCE

### Senior Product Designer

SYNAPTIC • Nov 2021—Present

Working with top Venture Capital, Private Equity and Hedge Funds across the globe; Synaptic helps investors get company insights from a wide spectrum of alternative data. I primarily focus on conducting and synthesising user research to improve the overall user experience of existing features while working on new ones. Making a good thing better is the best I can phrase it.

### Product Designer

SURREAL TECH • Aug 2019—Nov 2021

I handled complex modules like Noticeboard, RBAC, Internal Onboarding, Attendance & Fees for our B2B SaaS product, Newton Classroom, an online learning management platform meant for a diverse audience; in terms of age, location and technological privilege. All design decisions were largely centered around findings from detailed conversations with our end-users.

Part of the founding design team, I have worked very closely with the CEO + the Product & tech teams throughout my tenure and contributed to building the product's UX & visual foundation. Including the information architecture and design system, nearly from scratch.

### Communication Designer

SURREAL TECH • Feb 2018—Jul 2019

Streamlined UX and CX with integrated digital marketing strategies & social media engagement. Handled brand representations and digital communication across all channels. Initiated a complete digital overhaul of the website to create a strongly linked ecosystem that unites the web & digital marketing + sales & merchandising teams; to identify & meet user needs, as a result, maximise product sales via digital mediums. The goal of the redesign was to

- Provide a simplified online purchase experience
- Introduce touchpoints for quick action amidst dynamic storytelling
- Streamline web architecture & giving way to easier interactions
- Add human-centric visuals to connect with the diverse audience

Mentored two NIFT GP student assists in the domains of UX and UI for a duration of four months and handled over 12 interns.

### UX Desig Trainee

SINGSYS • Jul 2017—Jan 2018