



# Natasha Srivastava

## PRODUCT DESIGNER

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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 witty and funny (apparently) well-rounded oddball who's the Jill of a lot of trades & Master of quite a few.

## EXPERIENCE

### Product Designer

SURREAL TECH • Aug 2019 – Present | 2 yrs

Part of the founding design team for Newton Classroom—A holistic online learning solution that facilitates attendance tracking, sharing school updates & managing day-to-day school processes.

In close collaboration with product and tech teams, I focus on meaningful user interactions & simple, effective designs; keeping in mind a diverse audience. Following cohesive user & market research for well-thought UX decisions, I balance user goals & business strategy. I've built modules like Noticeboard, RBAC, Internal Onboarding, Attendance & Fees among others.

### Consultant Product Design Mentor

DESIGNERRS LAB • Sep 2019–Present

Helping design enthusiasts find their way.

I train students in everything that goes into Product Design from Introduction to Design Thinking and basics of UX to methodological research and analysis, while trainees build a mock app covering content strategy, rigorous wireframing, visual designs & Interactive Prototypes. I also help them in creating their resumes, design portfolios and prepare them for interviews.

### Communication Designer

SHIVAN & NARRESH • Feb 2018–Jul 2019 | 1.5 yrs

Handled the brand's visual & digital communication. Led a complete digital revamp of the brand website to convert users into clients by

- Creating a strongly linked ecosystem that united web + marketing + sales teams
- Providing a simplified online purchase experience
- Introducing touchpoints for quick action amidst dynamic storytelling
- Streamlining web architecture & giving way to easier interactions
- Adding human-centric visuals for better connect with the audience

Mentored two student assistants in the domains of UX and UI for a duration of four months and handled 12+ interns.

### UI/UX Designer

SINGSYS • Jul 2017–Jan 2018 | 6 mos

## I Design, Draw, Write & Teach

LinkedIn [natasha-srivastava](#)

Medium [natasha-srivastava](#)

Website [natashasrivastava.com](#)

Dribbble [natasha\\_srivastava](#)

Instagram [TheExperientialDesigner](#)

## EDUCATION

### Stanford Graduate School of Business Executive Education •

Design Thinking : From Insights to Viability | Sep 2021 - Dec 2021

### National Institute of Fashion Technology B.Des • Fashion

Communication | Jul 2013 - Jul 2017

## SKILL SET

Design Thinking, User Research & Analysis, Personas & Scenarios, Information Architecture, 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