



Pradyumna Srivastava

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Work experience

User Experience Designer | Mastercard Technologies Pvt. Ltd. | 08/08/2024 - Current | Pune, India

- Led end-to-end interaction design for Mastercard analytics products, shaping flows for cross-border travel, spend optimisation, EMOB monitoring, and SME portfolio tools.
- Created a single launchpad that improved discoverability, supported cross-sell, and simplified access across the portfolio.
- Ran unmoderated usability tests and design audits, keeping product hygiene, intuitiveness, and problem-solving scores above 90%.

User Experience Designer | goGlocal Pvt. Ltd. | 10/08/2023 - 20/08/2024 | Mumbai, India

- Shaped product vision and roadmap with the founder's office, leading end-to-end design execution, pitch-decks for funding rounds, marketing materials and product strategies for stakeholder management.
- Transformed manual workflows into automated, scalable to improve efficiency from rough sketches to full-fledged global SKU management, logistics, warehousing and global payments-settlement softwares.

User Experience Designer | Respo Financial Capital Pvt. Ltd. (Zype App) | 10/10/2022 - 09/08/2023 | Mumbai, India

- Designed and iterated key credit features with a strong focus on timely repayments, driving higher revenue from the freemium model.
- Used gamified UX to promote healthy financial habits, increasing repayments by 35%, boosting retention by 20%, and growing new loan applications by 65%.

User Experience Designer | McKinley Rice Creativity Pvt. Ltd. (Now, RedRob) | 14/02/2022 - 07/10/2022 | Pune, India

- Shadowed and supported senior designers across India and South Korea, rapidly building skills in UI, interaction design, and clean developer handoff.
- Got hands-on with usability audits, design sprints, and user surveys.

Education & Training

Bachelor of Design - Product and Industrial Design | Lovely Professional University | 06/07/2018 - 06/07/2022 | India

Product and Industrial Design graduate (CGPA 7.95) with coursework across Reverse Engineering, UI/UX, Design Management, Marketing, Ergonomics, and Social Sciences, plus a full-term industrial internship and a complete product thesis.

Level in EQF: 6

Skills

Product thinking | User Research | User Centered Design | Business metrics analysis | Organizational and planning skills | analyse business requirements | Design Thinking | Wireframing

User interface and experience design | Design skills (Figma, Adobe Photoshop, Adobe Illustrator) | design principles of containment systems | Interaction Design | Figma | interview people | Prototyping

Professional summary

Professional summary

Senior Product Designer shaping B2B SaaS and D2C experiences for 20M+ users across EU and global markets, with \$435M+ in business impact. Reframe bets with research and metrics, make sharp scope and UX trade-offs under real constraints, and set the standards and decision frameworks other designers build on.