



ISHA SRIVASTAVA

EXPERIENCE DESIGNER II @ AMAZON

+91 7004115591

isha.srivastava8@gmail.com

www.isrivastava.com

www.linkedin.com/in/isrivastava23/

PROFILE SUMMARY

Hi, I am a passionate- empathetic designer with **6 years** of experience in **UX design and innovation**. I believe in solving problems with an innovative outlook and create **intuitive user experiences based on an understanding of user needs and pain points**. I am **detail oriented** and I solve problems by breaking complex task flows into clear, understandable solutions. I use my skills in research, visual design, wireframes, prototyping, storyboarding, and interaction design to derive the best possible outcome. I'm an avid thinker and believe that **good design is inclusive of all**.

CORE COMPETENCIES

Visual design & Communication | User Research | Information Architecture | Interaction Design (Mobile & Web) | Usability Testing | Prototyping | Conceptualisation & Wireframing

Technical skills

Figma | Sketch | Adobe XD | Illustrator | Photoshop

ACCOMPLISHMENTS

- Successfully lead the launch of a new **rewards program** for Amazon Appstore in **Japan Market**
- Conducted user interviews and directed participants through research study for ICICI Bank.
- Redesigned the interactive data visualisation tool for a South African Bank that **reduced task time by 63%**
- Helped increase Fabindia's online sales from **8% to 17%** after a design overhaul.

CERTIFICATIONS

Design Thinking: The beginner's guide

Interaction Design Foundation

Human-Computer Interaction (HCI)

Interaction Design Foundation

User Experience (UX): The ultimate guide to usability and UX by David Travis

Udemy

PUBLISHED

What disasters can teach us about mission critical UX

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EXPERIENCE

● Experience Designer II

Amazon - Amazon Appstore (Global)

Jun 2023 - Present

- Currently redesigning Amazon Appstore's mobile and android tablet experience.
- Led designs for Rewards on Appstore's in the Japan market
- Working as the lead designer for Rewards on Appstore for global marketplace
- Working in close collaboration with research, stakeholders, product managers and developers to ship customer backward and accessible user experiences

● Experience Designer II

Amazon - Amazon Pay IND

Jul 2022 - Mar 2023

- Handled projects that impact the Rewards space along with the Amazon Pay dashboard experience
- Redesigned the 'Rewards Card Faceout' to reduce the cognitive load on users.
- Lead the redesigning of a 'New Reward Feature' which appears across product listing pages.
- Assisted on redesigning of the Amazon Pay dashboard.

● User Experience Designer

Zeux Innovation

Jul 2020 - July 2022

- Conceptualised solutions and designed high-fidelity prototypes for ICICI bank's NRI Portal. (Team Lead)
- Worked on system mapping, architecture design, and user flow for a new Virtual Training Tool.
- Reduced the task time by 63% of a Data Transformation Tool by resolving the usability issues.

● User Experience Designer

MAQ Software

Feb 2019 - Aug 2019

- Conducted UX reviews for design implementation and usability testing.
- Conducted research and designed complex interactions for internal tools

● UI/UX Designer

Property Pistol

Sept 2018 - Feb 2019

- Developed the visual language for the company's website.
- Designed and tested static pages within the main website.

EDUCATION

Bachelors of Design: 2014 - 2018

National Institute of Fashion Technology

I.S.C (12th): 2014

Loreto Convent Intermediate College

I.C.S.E (10th): 2012

St. Agnes' Loreto Day School