

ISHA SRIVASTAVA

Experience Designer II @Amazon

+91 7004115591 | isha.srivastava8@gmail.com | <https://www.linkedin.com/in/isrivastava23/> | www.isrivastava.com

I am a senior UX Designer with 7+ years of experience crafting intuitive, scalable solutions across mobile, web, and multi-device platforms. At Amazon, I lead cross-platform design for the Appstore, driving UX direction, aligning stakeholders, and shaping product strategy across Fire TV, Tablet, and third-party surfaces. I specialize in streamlining workflows, building modular design systems, and solving complex design challenges—reducing engineering effort by up to 70%. I bring a strategic mindset to design planning, having defined north star experiences that improved long-term scalability and aligned cross-functional teams around a unified product vision.

ACHIEVEMENTS

- **Redesigned Fire TV's Subscriptions Management**, earning “bar raiser” recognition and resolving 53 issues across platforms.
- **Shipped FTC-compliant Double Opt-In** across devices, reducing drop-offs through data-informed UX decisions.
- **Built a modular design system** that halved spec time and cut engineering effort by 70%.
- **Mentored designers**, strengthening design quality and cross-device fluency.
- **Improved ABSA's data tool** usability, reducing task time by 63% via focused redesign and testing

WORK EXPERIENCE

Experience Designer II (Senior UX Role)

Amazon – Amazon Appstore Global (Jun 2023 – Present)

- Define & drive UX direction for Appstore features across Fire TV, Tablet, third-party devices, Amazon on-web and developer-facing tools in collaboration with global stakeholders.
- Lead design strategy and align product, tech, and research partners across initiatives involving compliance, monetization, and cross-platform consistency.
- Translate ambiguous product requirements into scalable, user-centric solutions by leveraging data insights, user research, and design systems.
- Guide design reviews, platform alignment, and design system adoption to promote efficiency and consistency across teams.
- Mentor junior designers and onboard new team members, helping uplift design maturity across functions and geographies.
- Collaborate closely with engineering during implementation, ensuring quality through design QA, documentation, and component handoff.

Experience Designer II

Amazon – Amazon Pay India (Jul 2022 – Mar 2023)

- Redesigned Amazon Pay rewards features, improving discoverability across dashboard and product pages
- Optimized Rewards Card Face-out design for better user comprehension
- Collaborated cross-functionally to improve rewards experience for payment pain-points

User Experience Designer

Zeux Innovation (Jul 2020 – Jul 2022)

- Led end-to-end design of ICICI Bank's NRI Portal, including system mapping, user flows, and high-fidelity prototypes to streamline onboarding and improve user clarity.
- Revamped a complex data visualization tool for ABSA (South African Bank), reducing task completion time by 63% through targeted usability testing and interaction improvements.
- Designed the architecture and user experience for a scalable Virtual Training Tool, enabling intuitive navigation across enterprise use cases.
- Published “*What Disasters Can Teach Us About Mission-Critical UX*”. An article exploring UX in high-stakes environments.

User Experience Designer

MAQ Software (Feb 2019 – Aug 2019)

UI/UX Designer

Property Pistol (Sept 2018 – Feb 2019)

SKILLS

Soft Skills: Strategic thinking, Stakeholder collaboration, Communication & storytelling, Team mentorship, Design critique, Problem solving, Adaptability, Ownership, Decision-making, Conflict resolution, Feedback culture

Design Skills: Leadership, UX Strategy, Interaction & Visual design, Information architecture, Design systems, Inclusive design (A11y), Prototyping (Lo-Fi to Hi-Fi), Cross-platform design, Journey mapping, Service design, UX Metrics & Heuristic evaluation

Tools: Figma, Sketch, Adobe XD, Illustrator, Photoshop

CERTIFICATIONS

Design Leadership Intensive

Zeux Innovation

Human Computer Interaction (HCI)

Interaction Design Foundation

Design Thinking: The beginner's guide

Interaction Design Foundation

User Experience (UX) by Daivid Travis

Udemy

PUBLICATION

What disasters can teach us about Mission Critical UX

Exploring how design must adapt under high-pressure through real-world scenarios.

[READ ARTICLE](#)

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