Mayur Srivastava

Product Designer | UX Designer

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Award-winning designer & researcher • Impassioned user advocate

EXPERIENCE

Sr.UX Designer
AT&T (Directv.com)

Mar. 2022 – Present
Montreal, QC

- Working on Managing package and managing package equipment B2C digital product engagements, I have delivered data-driven experiences, designed solutions for the customer, and managed account overviews & managed equipment pages with best-in-class user experience design solutions.

UX Designer
FIS (Fidelity Information Systems)

Aug. 2020 – Mar.2022
Boston, MA

- Worked on B2B enterprise level Client Portal Banking tool focusing on user-centered design principles creating a simple and institutive user interface with tools **Axure,Figma and Adobe XD** for high fidelity prototype that contributed to 85% profit growth. Obtained user data with analytics reporting, data visualization, task analysis, and participatory design technique and leveraged that data to create iterative improvements, increasing user satisfaction by 20%.

UX Designer
AT&T

Nov. 2020 – July 2021
Boston, MA

- Working on multiple digital enterprise product engagements, I have delivered data-driven experiences and designed B2B solutions for company business process applications. Focused on quick turn-around concepts and explorations for many innovative digital products, produced design strategy, and collaborated with stakeholders to generate solutions for AT&T technician Atlas products that impact over 60k technicians.

UX Designer
Apex Systems - **Indiana State Government (Contract)**

Jan. 2020 – June 2020
Indianapolis, IN

- Led end-to-end user-centered research strategy and managed collaboration with stakeholders to generate solutions for an incident reporting system for internal employees to create and submit requests via a web-based portal and facilitated ideation sessions to enable partnership with PMs and engineers and resulting in timely resolutions and prevent recurrence of incidents by 18%.

Product Designer
CPS GLOBAL

May 2011 – Aug. 2016
New Delhi, India

- Redesigned-commerce website and Implemented user research process best practices and artifacts to influence product roadmaps and maintain alignments on customer experience, leading to a 10% reduction in efficiency. The increased task completion rate for online shopping by 75%, and the website resulted in a 30% increase in user engagement.

EDUCATION

MS, Human-Computer Interaction

GPA 3.8/4.0
Indiana University (IUPUI), Indianapolis, IN
December 2019

Project Management - Agile Certificate

GPA 4.0/4.0
Purdue University, West Lafayette, IN
July 2020

Bachelor of Arts - Education

GPA 3.7/4.0
Kanpur University, India
December 2010

AWARDS

National Award Winner: Tech to Protect Challenge (NIST), 2020 Tech Innovation solution for Public Safety.

Best app 2019: AT&T FirstNet Hackathon '2019.

Merit Scholarship: IUPUI '2018- '2019

SKILLS

UX / UI Design Technique

Sketching • Wire framing • Journey map • Prototyping • Flow Chart • Storyboarding • Affinity Diagram • Card Sorting • User testing Design thinking • User-Centered Design

Qualitative / Quantitative research

Moderated/unmoderated usability tests • Interviews • Focus groups • Competitor analysis • Prototype testing • Feature audits• Literature reviews • Surveys Ethnography • Card-sorting • Benchmarking studies • MaxDiff (Best-Worst Scaling) • A/B testing

Web Programming

HTML • CSS • React