

MAYANK SRINIVAS

669-233-5268 / mayanksrinivas98@gmail.com / View Portfolio

A UX designer with 3+ years of experience, I specialize in SaaS products, where I blend data-driven insights with a human-centered design approach to deliver impactful, user-friendly experiences. My expertise spans user research, interaction design, stakeholder management and design systems enabling me to develop solutions that meet user expectations, business objectives, and technical requirements.

Experience

UX Designer

Oct 2023 - Present

ASM America

Remote

- Led the design and maintenance of a component-based design system, accommodating multiple edge cases per UI element, reducing redundancies, and boosting design and development efficiency.
- Designed the first machine performance dashboard for the company in collaboration with UX Architect that increased the productivity of process engineers by 60%.
- Conducted 25+ usability interviews for an operator dashboard, focused on improving task efficiency and reducing human errors while accounting for user's emotional states.
- Facilitated user-centered thinking in requirement-gathering sessions for 10+ features, enhancing stakeholder insights and encouraging impactful discussions.

UX Design intern

Jun 2023 - Aug 2023

Merakulus - AI assistant for lifestyle

San Jose, CA

- Designed end-to-end high-fidelity mobile prototypes and performed usability testing to validate the new features proposed.
- Facilitated planning and conducting exploratory 10+ user interviews to define the feature requirements in collaboration with the Product manager.
- Designed for 4 core features of the product including edge cases which were used to present for the initial funding round.

UX Research Associate

Apr 2023 - May 2023

Honda Research Institute

San Jose, CA

- Facilitated 30 semi-structured interviews to derive insights on user behaviors and preferences on autonomous vehicles.
- Performed thematic analysis to analyze participants behavior and sentiments to inform design decisions for AR device.

Product Designer

Sep 2020 - Aug 2022

Yellow.ai - Conversational AI platform

India

- Led the redesign of a tool for campaign managers, increasing its utility by 50% through insights gathered from 20+ user interviews and Hotjar.
- Initiated and drove the development of a motion design system for the product contributing towards improving developer efficiency and product consistency.
- Enhanced a developer tool design ensuring high user efficiency and reducing friction points through A/B testing.
- Designed high-fidelity prototypes with multiple use cases for each feature which served as a medium for customer presentations.

Digital Designer

Jul 2019 - Jul 2020

Soaron - Drone company

India

- Designed and prototyped various drone components utilizing Solidworks and 3D printing technology, ensuring precise specifications and functionality.
- Developed concept for Automatic Hand sanitizing machine - part of COVID-19 challenge.

Skills

Design: UX Design, UX Writing, Prototyping, Wireframing, Information Architecture, User Flows, Visual Design, Component Libraries, Design Systems, HTML, CSS, AI tools (ChatGPT, DALL-E), Responsive design.

Research Research strategy, Usability Testing, User Interview, Heuristic Evaluation, Accessibility Testing, Competitive Analysis.

Tools: Figma, Axure, Minitab, Hotjar Analytics, Google Analytics.

Education

M.S Human Factors & Ergonomics

Aug 2022 - May 2024

San Jose State University

San Jose, CA

Related Course-work: Interaction Design, Experimental Design, User Research, Data Visualisation

Bachelors in Automobile Engineering

Aug 2015 - May 2019

Osmania University

India