

# Anoushka Srivastava

4 years in Product design. Currently obsessing over experiences around AI, B2C and Voice.

Bangalore, India

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## EXPERIENCE

### Parallel — Senior Product designer

AUGUST 2023 - PRESENT

#### HealthifyMe

Led the AI Ideation Sprint to help their design & product team ideate and find relevant use cases.

Worked on improving their diet tracking experience by exploring multimodal approaches for smart diet tracking through natural language, and visual aids – especially building in their Voice AI experience. (Under development)

#### Sarvam AI

Used the AI Ideation Sprint to find relevant Voice AI use cases for Indian Tech founders and Sarvam AI, focusing on developing intuitive user experiences and GenUI principles.

#### Meta India

Worked on an in-person co-design jam, facilitating a UX research study on a recent policy, playing a key role in shaping digital solutions and unearthing insights for Meta and policy experts.

#### AnyoneCanAI

An in-house AI study resulting in creation of AI Ideation cards, an AI design sprint and an interactive website with related resources. Tagged as a maker on Product Hunt, bagging Product of the day #2.

I've led projects with founders in Stealth Mode on their 0-1 product discovery journeys, Juspay with their design system, and conducted in-house workshops for the team.

### Dunzo — Product designer 2

FEBRUARY 2023 - AUGUST 2023

Worked on a Dunzo users' pre order experience, Added and enhanced multiple journeys to boost product & assortment discovery, increase engagement and facilitate higher item addition.

## EDUCATION

### NIFT, Raebareli — Bachelors in Design

AUG 2017 - MAY 2021

Fashion Communication

President, Literary Club

Head, Social Media Team

## SKILLS

Interaction Design, Visual Design, User Experience Design, Product Discovery, Prototyping, Usability Testing, Concept Testing, Stakeholder Management, AI Ideation Sprint, Design Sprints, Qualitative data analysis

Figma, Miro Board, Figjam, Lottie

## CERTIFICATIONS

Interaction Design Specialisation (6 months) UCSD, Coursera

UI/UX Design Udemy

## LANGUAGES

English, Hindi, French (DELFI A1)

## Parallel — *Product Designer 2*

MAY 2021 - JANUARY 2023

### **Gullak Money**

As the founding designer of Gullak Money, a fintech application for the Indian masses, I lead the visual language of the product, spearheaded the adoption and subsequently, the retention models. This contributed to the success of the app, with **8L+ downloads** until my involvement concluded.

### **Savage**

As the founding designer of Savage.club, a fitness application tailored for Indian women, I led the journey from discovery, MVP validation to successfully shipping the product for development in under 7 months.

## **Marrow/Dailyrounds, Bangalore — *Product Designer***

NOVEMBER 2020 - APRIL 2021

Worked across journeys to increase discovery & churn of the product along with multiple features to facilitate higher engagement.

Some key ones included revamping the purchase experience, enhancement of the video learning experience and 'Find a study partner' feature that launched in record time, and received commendable attention in the medical community.

On the side, helped design the visual language for an in house test product.