Richa Srivastava

Senior Product Designer
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PROFESSIONAL SUMMARY

Senior Product Designer with 6+ years designing complex, large-scale software products across healthcare, fintech, and enterprise platforms. I turn broad, ambiguous problems into intuitive, high-impact experiences—designing the multi-step, high-stakes workflows where user control, transparency, and trust are decisive. Strong collaborator who partners closely with product, engineering, and research to drive strategy from concept to launch, with a proven record of measurable impact.

CORE SKILLS

End-to-End Product Design • UX Strategy & Vision • Complex & Multi-Step Workflow Design • Interaction & Visual Design • Design Systems • Usability Testing & Research Synthesis • High-Fidelity Prototyping (Figma) • Accessibility (WCAG 2.2) • Working Knowledge of Git, HTML & CSS • Cross-Functional Collaboration • Executive & Stakeholder Presentations • Mentorship & Design Leadership

EXPERIENCE

Senior Product Designer Deloitte | *2022 – Present*

- Led end-to-end design for complex enterprise and consumer products, owning ambiguous problem spaces from discovery through launch.
- Shaped product strategy in close partnership with product and engineering, aligning user needs, business goals, and technical constraints.
- Translated complex business and regulatory requirements into clear interaction models and scalable visual systems.
- Designed multi-step, decision-heavy workflows, focusing on transparency and user control so users could understand and trust system behavior at each step.
- Drove UX direction for key initiatives, defining experience principles and success metrics up front to guide evidence-based decisions.
- Planned and ran usability testing, synthesizing insights to influence product decisions and iteration.
- Contributed to and scaled design systems, improving consistency, velocity, and craft quality across teams.
- Represented design in cross-functional and leadership forums, clearly articulating rationale, trade-offs, and impact.
- Mentored designers and modeled a strong feedback culture, raising the overall quality of design work.

Product Designer Symplr | *2021 – 2022*

- Translated broad product vision into clear, scalable experiences for complex enterprise healthcare products, taking ownership of highly ambiguous problem spaces.
- Designed end-to-end user journeys and interaction patterns that reduced cognitive load in high-complexity operational workflows.
- Drove design strategy for key initiatives, balancing user needs, business goals, and long-term platform direction.
- Partnered deeply with product managers, engineers, researchers, and content designers to shape direction from discovery through launch.
- Led cross-functional working sessions and design critiques to align teams early, reducing downstream rework and accelerating delivery by ~20%.
- Planned and conducted advanced usability testing, synthesizing insights to inform iteration and strategy.
- Communicated design intent, trade-offs, and impact clearly to senior leaders and broader product teams.
- Mentored designers and modeled inclusive, feedback-driven collaboration.

Product Designer & Researcher Jump Watts Inc. | *2020 – 2021*

- Conducted user research and designed products end-to-end, from early exploration to shipped experiences.
- Worked closely with engineering to ensure designs were executed faithfully to intent.
- Collaborated with agile, multi-disciplinary teams to assess feature feasibility and define phased development approaches.

Product Designer Technology Game Changers LLC | *2019 – 2020*

- Applied user-centered, data-driven design strategy across projects ranging from mobile applications to complex business systems.
- Enhanced the design system by building components and contributing to its architectural decisions.
- Created wireframes and user flows to communicate interaction and design ideas effectively.
- Worked within agile methodology, applying that mindset across all aspects of the design process.

EDUCATION & CERTIFICATIONS

Major in Philosophy (Honors) — Delhi University
User Experience Design — General Assembly • Santa Monica College
User Interface Design — DesignLab
Designing for Accessibility (WCAG 2.2) — Udemy