

# ADITYA SRINIVAS

CRAFTSMAN - DESIGN, PRODUCT & DEV



HANDS ON EXPERIENCE IN DESIGNING SUCCESSFUL PRODUCTS

6 SAAS/B2B PLATFORMS

4 B2C PRODUCTS

4 CONVERSATIONAL AI TOOLS

3 DESIGN SYSTEMS - POLYMORPHIC

3 API / DEVELOPMENT TOOLS

## CONTACT

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🌐 [LinkedIn Profile](#)

📁 [Portfolio](#)

## SKILLS

**Research:** Anthropology | Heuristics | A/B Testing |

Task Analysis | Qualitative & Quantitative Research

**Design:** UI/UX Design | Transportation Design | Animation |

Sketching | User Flows & IA | Storyboarding | Design systems

**Prototyping:** Rapid Prototyping | Functional Prototypes (Dev)

Animated Storyboards | Dialogflow & GPT Prototypes

**Collaboration:** Trainings | Facilitations | Workshops

Design Critique Sessions | Stakeholder Presentations

## TOOLS

Figma | FigJam | Lottie | Maze | Optimal Workshop

Photoshop | Illustrator | After Effects | Storybook

Google Analytics | MoEngage | Hotjar | AWS QuickSight

ReactJS | Firebase | DialogFlow | LLM APIs

## HOBBY PROJECTS

**Astronomy API-as-a-Service** 2018

- This service provides astronomical and astrological information to astrologers, researchers and hobbyists - Sold to Predictive Analytics Centre for Astrology

**Indian Railways Alexa Skill** 2017

- Developed an Alexa skill that helps people with train status and ticket booking using e-rail api.

## OTHER HOBBIES

Singing (Carnatic & Western) | Piano | Mridangam |

Digital Music Synthesis | Freeform Art | Drone Making

## EXPERIENCE

### DELHIVERY

- **Design Manager** • Design System, Customer, Client & Enterprise Products Present
  - Expanded role to lead customer, client, and driver experience for new initiatives (hyperlocal and dark stores).
  - Designed & Developed a **polymorphic design system** called Aquarius Prime to serve 26 Products with 4 distinct themes & experiences.
  - Designed a Gen AI-powered persona based answering engine to handle support tickets
  - Analyzed customer data and reduced revenue leaks by 70% through design improvements in weight declaration.
- **Design Lead** • Seller Panel, Courier & Marketing 2021 - 2023
  - Conducted research on customer and client experiences across Sellers and individuals, optimizing shipping processes and information management.
  - Acted as a field executive, gathering insights to redesign the pickup booking system, boosting revenue by 25% and contributing \$20M.

### Fyle

- **Senior Designer** • Complete Product & Design System 2020 - 2021
  - Built user personas through interviews, uncovering demand for alternatives to the app.
  - Designed a WhatsApp expense management system, boosting credit card adoption by 20% MoM.
  - Managed design across web, mobile, and conversational platforms, driving the startup's first \$1M revenue.
- **Founding Member of Staff** • \$0 - \$1Million ARR 2019 - 2020
  - Managed design across web, mobile, and conversational platforms, driving the startup's first \$1M revenue.
  - Built and scaled a 13-member team of designers, writers, and marketers.

### smartron

- **UX Designer** • Conversational AI & IoT 2018
  - Researched 100+ users to design multimodal experiences for Maya, Smartron's voice assistant.
  - Benchmarked against Alexa and Google Assistant, integrating voice, chat UI, IoT, and companion apps.
  - Collaborated with designers, ML experts, and developers to ensure seamless AI-driven user experiences.

### Jeep Now a part of STELLANTIS

- **CGI Artist** • 3D & Instrument Cluster & Web Design 2016 - 2018
  - Designed the Jeep Compass instrument cluster and a Web-VR "Build and Price" customization feature.
  - Modeled and rendered the Indian version for an animated press launch video.

## KPIT

- **Graduate Trainee** • 3D Design & Concept Designs 2015 - 2016
  - Designed UI elements for instrument cluster & controls for Renault group of vehicles