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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- in <u>LinkedIn Profile</u>
- Portfolio

SKILLS

Research : Anthropology Heuristics A/B Testing

Task Analysis Qualitative & Quantitative Research

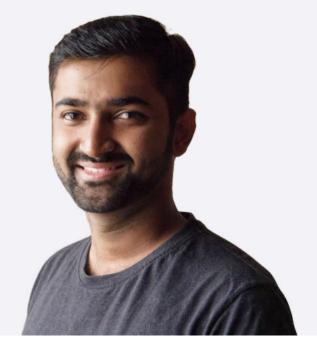
EXPERIENCE

DELHIVELA

- 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 Al-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

• 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,



Design : UI/UX DesignTransportation DesignAnimationSketchingUser Flows & IAStoryboardingDesign systems

Prototyping : Rapid PrototypingFunctional Prototypes (Dev)Animated StoryboardsDialogflow & GPT Prototypes

Collaboration: TrainingsFacilitationsWorkshopsDesign Critique SessionsStakeholder Presentations

TOOLS

FigmaFigJamLottieMazeOptimal WorkshopPhotoshopIllustratorAfter EffectsStorybookGoogle AnalyticsMoEngageHotJarAWS QuickSightReactJSFirebaseDialogFlowLLM 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

boosting revenue by 25% and contributing \$20M.

🛛 fyle

Senior Designer • Complete Product & Design System

2021 - 2023

- 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 \$1 Million ARR2019 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.



• CGI Artist • 3D & Instrument Cluster & Web Design

2016 - 2018

• Designed the Jeep Compass instrument cluster and a Web-VR "Build and Price" customization feature.

• 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

• Modeled and rendered the Indian version for an animated press launch video.

K P I T

• Graduate Trainee • 3D Design & Concept Designs 2015 - 2016

• Designed UI elements for instrument cluster & controls for Renault group of vehicles