

Samriddhi Srivastava

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SUMMARY

Product designer with **6+ years** across two startups and a larger company, taking problems from vague to shipped. Sole designer for the patient experience of a mental health platform with 4M+ users, and founding designer of a hardware - connected consumer app with 10K+ downloads. Strong in 0-to-1 product design, design systems, usability research and cross-functional delivery, with AI-assisted prototyping to align teams faster.

EXPERIENCE

Product Designer | Intellect

Mar 2025 – Jun 2026 | Gurugram (Remote)

Sole product designer for the patient experience of a B2B mental health platform (4M+ users, 120+ languages), partnering with PMs, the VP Product, clinical experts and engineering.

- **Drove access to the right care** by designing a risk-based triage experience that combines clinical screening, employer entitlements and crisis escalation. Stepped in mid-project and owned the logic, edge cases and UAT. Live across 400+ organizations, with 75% of users completing it in the first 2 days.
- **Unlocked a new revenue stream** by designing the self-pay journey across B2C and B2B, resolving organization and location-level rules with engineering and product. Contributed \$14K+ in B2C revenue.
- **Led design strategy for clinical outcome tracking**, from problem framing to UAT, to support Intellect's move to performance guarantees. Turned a 12.5% check-in baseline into a measurement experience built on progress storytelling, severity-based content design, crisis safeguards & raised assignment coverage from 77% to ~100%.
- **Improved reliability and engagement in live therapy sessions** by redesigning the video experience (connection diagnostics, recovery, in-call assessments) against about 379 support tickets. 3x increment in assessment completion.
- **Raised the quality bar across the product** by simplifying a high-stakes encryption flow for 250K+ users, restructuring the Explore information architecture, refreshing the visual system, & using AI-assisted prototyping to align stakeholders.

Product Designer | Klynk (Futuristic Labs)

Oct 2023 – Jan 2025 | Hyderabad

Sole designer for the Klynk mobile app at a smart-kitchen hardware startup (about 20 to 50 people), working with HMI and industrial designers, PMs, developers and a culinary expert.

- **Led 0-to-1 product design** for a connected-appliance app, taking 20+ features from research to launch. 10K+ Play Store downloads.
- **Designed one product for three kinds of cooks** (beginner, semi-automated appliance owner, fully automated owner) through adaptive cooking modes, so the app worked for people with and without the hardware.
- **Defined the hardware-software interaction model** (setup, OTA updates, remote monitoring, multi-user access) with the device designers so app and appliance behaved as one system. 80+ SEMI units sold in the first months.
- **Built the design system from scratch** across mobile, web and hardware screens, keeping three surfaces consistent and speeding up delivery.
- **Used in-home research with 20+ participants** to reshape the guided cooking experience before launch, and made scope, prioritisation and release calls with PMs and engineering.

UX Designer | Klynk (Futuristic Labs)

Oct 2021 – Oct 2023 | Hyderabad

Sole designer on the web platform for creators and culinary teams.

- **Translated chef expertise into a system** by designing a no-code tool that turns recipes into machine-executable

instructions, with validation built in. It replaced manual engineer data entry, and the team reached 365 recipes in 3 months.

- **Grounded the design in research:** chef and creator interviews, personas, an audit of about 20 competing platforms, 200+ user stories cut to an MVP, and a ProtoPie prototype for testing. Creator usability sessions scored 4.3/5.
- **Opened a creator economy** by designing recipe monetisation that turned the platform into a content-commerce hub, with 15+ external creators onboarded.

Founding Designer | Hikup

Feb 2020 – Jan 2022 | Chandigarh (Remote)

- **Defined the product and brand from zero** as the first designer at a 5-person creator-brand marketplace: both sides of the marketplace (creator portfolios, brand discovery and briefing) plus the visual identity, and pitch-ready design for early investor conversations.

SKILLS

- **Product Design:** 0-to-1 product design, interaction design, information architecture, design systems, wireframing and prototyping, content design, accessibility (WCAG 2.1 AA)
- **Research and Validation:** usability testing, in-home research, user interviews, personas, competitive analysis, product audits
- **Collaboration:** stakeholder alignment, feature scoping and prioritisation, UAT, developer handoff, cross-functional delivery
- **Tools:** Figma, FigJam, Miro, ProtoPie, Lottie, Framer, Confluence, Jira,
- **AI and Build:** Claude, Claude Code, Cursor, Lovable, Replit, Supabase, Figma Make

EDUCATION

B.E. Computer Science

8.3 CGPA | UIET, Panjab University

Sep 2018 - Jun 2022 | Chandigarh