

Radhika Shrivastava

Product Designer

Portfolio: radhikashrivastava.com

radhikashrivastava@outlook.com

London, England

Meticulous designer and researcher with over 2 years of multidisciplinary experience, specialising in crafting intuitive, user-centred experiences. Aiming to apply expertise in UX design, user research, and dynamic project collaboration to deliver impactful technology solutions.

Education

Delft University Of Technology

Product Design

Certification | 2024-2025

National University Of Singapore

Quantitative And Qualitative Research

Certification | 2024

Kingston University London

User Experience Design

Masters Degree, MSc | 2022-2023

National Institute Of Fashion Tech.

Textile Design

Bachelors Degree, BDes | 2016-2020

Skills

Research

User Interviewing and Usability Testing, Research Methodology Design, Data Analysis and Interpretation, User and market research, Qualitative & Quantitative research

Design

User flows, Wire-framing, A/B Testing, HTML & CSS, Responsive Web Design, Strategic thinking, Lean UX, Design Systems, Style Guides, Prototyping

Management & Delivery

Agile Methodologies, Scrum, Product Ownership (PSPO I), Product Vision, Strategy & Roadmap

Tools

Proficient in Figma, Sketch, Adobe Creative Suite, Prototipe, with a strong eagerness to learn and adapt to new design tools as needed.

Experience

Euromonitor International

Market Research Analyst (Freelance)

London, United Kingdom | Jul 2023 - Sept 2024

Improved product sales for clients in the EMEA region by defining consumer and market trends of fashion accessories for over 35 luxury fashion brands and retail stores in London.

Carried out competitive analysis, consumer interviews, brand management interviews, desk research and store audits.

Employed business intelligence, market analysis and consumer insights.

Mystique Earth | UI/UX Designer

Remote | Jun 2022 - Feb 2024

Increased product adoption of skin care products by 20% through the launch of a new product line of samples. Led the product launch and facilitated the delivery team by developing backlogs.

Increased NPS by 25% and contributed to a 10% decrease in customer churn through user focused qualitative and quantitative research, leveraging customer feedback and website analytics. I refined social media strategy, on online sales channels

Raymond Pt Ltd | Design Graduate

Mumbai, India | Jun 2019 - Apr 2020

Launched a new product line of sustainably sourced and artisanal crafted fashion products. Designed two menswear collections, guided by cross-functional collaboration, stakeholder engagement, market trend analysis and by identifying gaps and opportunities.

Languages

English (Fluent) • Hindi (Native) • French (Elementary)