Amit Kumar Srivastava

Senior UI Designer (Web & SaaS)

Web UI | B2B SaaS | Landing Pages | Design Systems | Figma

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About Me

Senior UI Designer with **10+** years of experience in SaaS, telecom, healthcare, and identity domains. Expert in Figma, Adobe Creative Suite, and WordPress, creating responsive, conversion-focused web experiences.

Work Experience

Senior UI Designer
AuthBridge | Jan 2023 – Present

- Led end-to-end website UI design and WordPress development, delivering **10+** high-converting pages supporting lead generation goals.
- Enhanced lead generation and conversion rates through high-performing, user-centric page designs.
- Optimized page load speed and performance, enhancing user experience and reducing bounce rates.
- Reduced page load time by **15-20%** through performance optimization.

Creative Designer
Wellthy Therapeutics Pvt. Ltd. | Apr 2021 – Dec 2022

- Developed and launched responsive website, increasing engagement by **30%**.
- Designed LinkedIn campaign creatives that increased follower growth and engagement by **25%**.

Executive – Inbound Marketing (Design)
Ameyo | Aug 2017 – Apr 2021

- Created landing pages, banners, and ad campaign creatives.
- Crafted 20+ product presentations supporting launches, sales pitches, and internal communication initiatives.

Web Designer
Mind In Motion Pvt. Ltd. | Aug 2014 – Jul 2017

- Develop responsive websites and mobile apps for **5+ clients.**
- Conducted usability analysis and competitor research, improving page clarity and user flow across **5+** client projects.
- Delivered pixel-perfect UI with developers.

Key Achievements

- Improved website engagement by **20–30%** through UI redesign and layout optimization.
- Increased SEMrush Site Health Score from **50% to 88%** by improving page structure and performance.
- Established reusable design templates and components, reducing turnaround time.
- Delivered 10+ websites and **50+** landing pages supporting lead generation goals.

Skills

Design Tools
Figma, Creative Cloud Suite, Adobe XD

Web & Development
WordPress, HTML, CSS, Responsive Design

Core Expertise
Web UI Design, Wire-framing, Design Systems, Branding, Typography, Conversion Optimization

Education

Bachelor of Fine Arts (BFA)
Mahatma Gandhi Kashi Vidyapith, Varanasi | 2004-2007

Diploma in Web & Graphic, 3D Design
Arena Multimedia, Varanasi | 2007-2008