

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 crafting high-converting web and B2B SaaS interfaces across telecom, healthcare, and identity domains. Delivered 50+ landing pages and 10+ websites with measurable impact — 20–30% engagement uplift, 15–20% faster load times, and stronger lead generation. Expert in Figma, Adobe Creative Suite, and WordPress.

Work Experience

Senior UI Designer

AuthBridge | Jan 2023 – Present

- Lead end-to-end UI design and WordPress development for 10+ high-converting web pages supporting B2B lead generation.
- Collaborate with marketing and product teams to translate business goals into user-centric page designs.
- Improved site performance by 15–20% through image compression, lazy loading, and front-end optimization.
- Designed and maintained a consistent visual design language across all brand touchpoints.

Creative Designer

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

- Developed and launched a fully responsive website that increased user engagement by 30%.
- Designed LinkedIn campaign creatives that grew follower count and engagement rate by 25%.
- Produced brand assets, infographics, and motion graphics for digital health product communication.

Executive – Inbound Marketing (Design)

Ameyo | Aug 2017 – Apr 2021

- Created landing pages, banners, and ad campaign creatives for SaaS products in the CCaaS space.
- Designed 20+ product presentations supporting launches, sales pitches, and internal communications.
- Collaborated with the content and demand generation teams to maintain brand consistency.

Web Designer

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

- Designed and developed responsive websites and mobile app interfaces for 5+ clients.
- Conducted usability analysis and competitor research, improving page clarity and user flows.

Key Achievements

- Improved website engagement by **20–30%** through data-informed UI redesign and layout optimization.
- Boosted SEMrush Site Health Score from **50% to 88%** by overhauling page structure and performance.
- Reduced page load time by **15–20%** through image optimization, lazy loading, and asset management.
- Delivered 10+ full websites and **50+** landing pages aligned to lead generation and conversion goals.
- Established reusable design systems and component libraries, significantly reducing design turnaround time.

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