

AMIT KUMAR SRIVASTAVA

Senior UI/UX Designer | B2B SaaS & Enterprise Web

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SUMMARY

Senior UI/UX Designer with 11+ years of experience designing high-converting B2B SaaS and enterprise web interfaces, including CCaaS and identity-verification platforms. Owns wireframing, user flow, and visual design decisions end-to-end, translating business goals into conversion-focused interface design. Delivered 50+ landing pages and 10+ full websites, driving 20-30% engagement uplift and stronger lead generation. Built and scaled a visual design system across brand touchpoints, and partners closely with Product and Marketing to ship high-performing SaaS web experiences.

CORE SKILLS

- UI/UX Design: Web UI Design, Design Systems, Wireframing, User Flows, Conversion Rate Optimization, Interaction Design, Responsive Design
- SaaS & B2B Context: Lead-Gen Web Design, CCaaS & Identity-Verification Domain Experience, Product & Marketing Alignment
- Tools & Software: Figma, Adobe Photoshop, Adobe Illustrator, Adobe XD, WordPress, Elementor
- AI-Assisted Design Workflow: Figma AI, Google Stitch, Adobe Firefly (asset generation, design exploration), ChatGPT/Claude (UX copy, briefs, documentation)
- Technical: HTML, CSS, Technical SEO, Front-End Performance Optimization

PROFESSIONAL EXPERIENCE

Manager — UI/UX Design — AuthBridge, Gurugram

Jan 2023 – Present

- Individual contributor role (no direct reports); independently own layout and UX flow decisions for 10+ high-converting B2B web pages, translating business goals into user-centric interface designs.
- Partner cross-functionally with Marketing and Product teams to align page design with lead-generation and conversion goals.
- Improved site performance by 15-20% through image compression, lazy loading, and front-end optimization techniques.
- Raised SEMrush Site Health Score from 50% to 88% by restructuring information architecture and improving technical SEO.
- Built and maintained a scalable visual design system across all brand touchpoints, reducing design turnaround time for new pages.

Creative Designer — Wellthy Therapeutics Pvt. Ltd.

Apr 2021 – Dec 2022

- Designed 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 supporting digital health product communication.

Executive – Inbound Marketing (Design) — Ameyo

Aug 2017 – Apr 2021

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

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 and competitor analysis to improve page clarity and user flow.

EDUCATION

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

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