

AMIT KUMAR SRIVASTAVA

Senior UI/UX Designer | B2B SaaS & Enterprise Web

Gurugram, Haryana, India | +91-8447957975 | amitsrivastava906@gmail.com |

linkedin.com/in/ amit-kumar-srivastava-228747aa | amitdezine.com

SUMMARY

Senior UI/UX Designer with 11+ years of experience solving usability, conversion, and digital experience problems across B2B SaaS and enterprise web. I connect business goals with user needs to identify friction, make informed design decisions, and create clear, scalable digital experiences.

CORE SKILLS

- **UX & Design Thinking:** Problem Framing · User Flows · Information Architecture · Interaction Design · UX Strategy · Usability Analysis
- **Product & Business:** Business Goals · Conversion Optimization · Stakeholder Alignment · Enterprise UX · B2B SaaS
- **Design Craft:** Visual Design · Design Systems · Responsive Design · Prototyping · Visual Hierarchy
- **AI-Assisted Design:** Figma AI · Google Stitch · Adobe Firefly · ChatGPT · Claude
- **Technical:** WordPress · HTML/CSS · Technical SEO · Front-end Performance

PROFESSIONAL EXPERIENCE

Manager — UI/UX Design — AuthBridge, Gurugram

Jan 2023 – Present

- Identify usability, information-architecture, and conversion friction across AuthBridge's B2B digital ecosystem, translating business objectives and user needs into clear UX directions for complex offerings.
- Restructure complex B2B product and solution pages around user intent, use cases, information hierarchy, and decision points, making technical offerings easier to understand while supporting business positioning and conversion goals.
- Lead design decisions from problem definition and UX direction through stakeholder alignment and refinement, establishing scalable patterns and consistent experiences across high-priority digital touchpoints.

Selected UX & Digital Experience Work

1. **GroundCheck.ai** — Structured the UX and information architecture around user questions, use cases, and decision points to make a complex offering easier to understand and navigate.
2. **AuthNumber™** — Reworked the information hierarchy and UX structure for a new product concept, clarifying the proposition and helping users understand its value, use cases, and trust factors.
3. **Agentic AI** — Defined the page structure, content hierarchy, and UX narrative for a complex AI offering, translating technical capabilities into a clearer enterprise experience.
4. **AuthBridge Homepage** — Reworked the information architecture and UX direction to improve how users discover and understand AuthBridge's offerings, balancing user clarity, business positioning, and conversion goals.

Creative Designer (UI and Visual Design) — Wellthy Therapeutics Pvt. Ltd. Apr 2021 – Dec 2022

- Independently designed and launched a fully responsive company website across key pages and user journeys.
- Designed LinkedIn campaign creatives supporting audience growth and engagement.
- Produced brand assets, infographics, and motion graphics supporting digital health product communication.

Executive – Inbound Marketing (UI and Visual Designer) — Ameyo (Now Exotel) 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