

# Mayur Srivastava

## Product Designer | UX Designer

Email: [Maciupui6@gmail.com](mailto:Maciupui6@gmail.com)  
Portfolio: [www.mayursrivastava.com](http://www.mayursrivastava.com)  
Phone: +1- 438-876-2576

Conversational AI UX & Enterprise Experiences

## EXPERIENCE

### Product Designer Zebra Technologies

June 2025 – Present  
Montreal, QC

- Led UX for an **AI-powered Machine Vision** platform, transforming complex **ML configuration and validation workflows** into intuitive Figma designs and explainable interfaces that **increased AI adoption** and operator **productivity by 15%**.
- Designed human-in-the-loop **AI workflows** that balance automation with oversight, **enabling confident model** deployment in regulated manufacturing environments. Partnered with ML engineers and domain stakeholders to align UX decisions with model constraints, edge cases, data analytics, and design **dashboard on Power BI**, and real-world operational requirements.

### Senior UX Designer Zenext AI

March 2024 – June 2025  
Montreal, QC

- Designed **conversational AI workflows** within an intuitive Figma design for a public-sector project, **reducing support calls by 15%** through structured intent design and human escalation patterns.

### Senior UX Designer AT&T / DirecTV.com (Telecommunication)

March 2022 – March 2024  
Boston, USA

- Redesigned enterprise self-service portals, **reducing support tickets by 40%** and increasing task **completion by 25%**. Led a comprehensive **UX strategy for a telecom e-commerce platform**, boosting **customer satisfaction by 30%**.

### UX Designer FIS (Fidelity Information Services)

August 2021 – March 2022  
Boston, USA

- Designed **accessible, mobile-first B2B banking interfaces** using Figma and Adobe XD, driving an **85% profit increase** and design data matrix using Tableau and improving user satisfaction by **20% through research-led iteration**.

### UX Designer Apex Systems - Indiana State Government (Contract)

Jan 2020 – August 2021  
Indianapolis, USA

- Led **user-centered research** and **stakeholder workshops** to redesign a government **incident-reporting portal**, data analytics reducing issue **recurrence by 18%**.

### Business / UX Analyst CPS GLOBAL

May 2011 – August 2017  
New Delhi, India

- Collaborated with clients** to **gather requirements**, define **user flows**, and translate business needs into **functional wireframes**, **delivering intuitive front-end web development solutions** for small- to mid-sized organizations.

## EDUCATION

### MS, Human-Computer Interaction

Indiana University (IUPUI), Indianapolis, IN  
2017-2019

### Project Management - Agile Certificate

Purdue University, West Lafayette, IN  
2020-2020

### Bachelor of Arts - Human Psychology

CJMU-Kanpur University, India  
2007-2010

## AWARDS

**National Award Winner:** Tech to Protect Challenge (NIST), 2020 Tech Innovation AI solution for Public Safety.

**Best app 2019:** AT&T FirstNet Hackathon '2019.

**Merit Scholarship:** IUPUI 2018- 2019

## SKILLS

### Tools & Technologies

#### Design & Prototyping:

Figma, Figma Make, Framer, Claude Design AI, Google Stitch, Power BI, Tableau, UX Pilot, Attention Insight, Dovetail AI, Maze AI, Miro AI, Adobe Firefly

#### UX Research & Testing:

Moderated/unmoderated usability tests, Interaction Design, Focus groups, Competitor analysis, Mixed-Methods, Feature audits, Literature reviews, Surveys, Ethnography, Card-sorting, Benchmarking studies, MaxDiff (Best-Worst Scaling) A/B testing, Information Architecture Maze, Dovetail, Hotjar, Google Analytics, User Testing

#### Design Systems & Accessibility:

Stark, WCAG 2.1, Design Systems, Design Tokens, Component Libraries

### Web Programming

HTML • CSS • React • ML lifecycle