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# ANUSHKA SRIVASTAVA

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Portfolio: <https://anushkasrivastava.com/>  
LinkedIn: <https://www.linkedin.com/in/anushka-srivastava-a76b4823a/>

## Tools/Skills:

Figma, Figma Make, UX Design, UI Design, Design Thinking, Web Development, Illustration, Branding, HTML/CSS, Social Media, Typography, User Research, Adobe Photoshop/Indesign/Illustrator, Webflow, Lovable, MS Word/PowerPoint/Excel, Agile Methodology

## Languages:

English, Hindi, Marathi

## Extracurriculars

- College Ambassador
- Course Peer Mentor
- Course Representative

## Awards/Honors

- Presenter, UAL CTS Symposium 2025
- Student Exchange Selection, 2023
- IB High School Top Rank Holder, 2021
- ICSE Board Exams India Top Rank Holder, 2019

## Profile

I'm a graduate from the University of the Arts London, with a BA (Hons.) in User Experience Design. I have a year of experience at various organizations, and now I am looking for a role where I can put design and creativity at the heart of what I do. I bring a keen eye for design, a solid foundation in human-centered design and the ability to create products where aesthetics meet intuition.

## Experience

### Freelance — September 2025 - Present

Redesigned and improved client websites end-to-end, enhancing navigation, layout clarity, and overall usability across desktop and mobile. Developed responsive interfaces in Webflow and refined interaction patterns while establishing consistent typography, colour palettes, and visual identity elements. Produced supporting digital assets and infographics, ensuring cohesive brand communication and engaging user experiences.

### Summer Product Design Intern, Trinity College London — Jul 2025 - Sept 2025

Conducted heuristic evaluations and analyzed user testing data to identify usability issues and derive insights. Applied findings across the product lifecycle (discovery, prototyping, A/B testing, iteration) to optimize user flows and support user-centered design decisions. Improved usability and visual consistency by fixing broken UI components, refining interaction patterns and optimizing key interface elements. Ensured compliance with accessibility guidelines, inclusive design principles and established a design system to deliver a cohesive experience across platforms. Also designed digital and social media assets while collaborating in a agile, multidisciplinary team.

### Part-time Designer, Consigli — Nov 2024 - June 2025

Redesigned the end-to-end workflows and UI of an AI-powered real estate design tool, collaborating closely with cross-functional teams of developers and senior management. Led the full design process from discovery and user research to wire framing and prototyping hi-fidelity specs. Delivered accessible and scalable solutions. Also led the redesign and redevelopment of the company website, rethinking information architecture and optimizing user flows to improve usability and discovery. Created a responsive website, balancing visual design and product thinking to ensure a seamless experience that was optimized for speed, performance and SEO, and applied micro-interactions to increase engagement. Designed branding and digital assets for a new podcast initiative, including logos, campaigns, banners, and social media posts. Produced digital, advertising and internal assets (posters, motion graphics, newspaper ads, vector illustrations), and established components and style guides.

### Summer Intern, Rejuve.bio — Jul 2024 - October 2024

Assisted in creating graphical data visualizations and doing a critical analysis of user journeys. Helped visualize links between gene variants and phenotypes for research. Co-designed an annotation query search tool.

## Education

University of the Arts London — BA (Hons.), User Experience Design, 2022-2025

- Ontario College of Arts and Design — Digital Futures, Sept 2023 - Dec 2023 (Exchange)

IB World School 1309 — 42/45 points

Wisdom World School — 97.6%

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