

# Yash Raj Srivastava

## Product Designer

As a designer, I strive to create intuitive, user-friendly experiences that not only solve problems, but also enhance the overall user journey. I love the process of continuous learning and growing my skillset. I am eager to bring my skills and enthusiasm to a dynamic team.

### Contacts

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### Skills

Product discovery  
Business analysis  
UX research  
User testing  
Customer journey mapping  
Information architecture  
Wireframing  
Prototyping  
UI design  
Illustration  
Design system  
Design sprints

### Tools

Figma, Adobe Illustrator, ProtoPie,  
Framer, Miro, Notion, Jira, Zeplin

### Portfolio

[behance.net/yashsrivastava12](https://www.behance.net/yashsrivastava12)

## Product Designer

GoMechanic, Jan 2022 – Present

- Working closely with the product teams to create User Flows
- Analysing the data funnels to optimise and enhance user experiences.
- Creating and maintaining a component library for every improved designs.
- Direct handing off to Android, iOS and Website development team during the sprints.
- Regular testing of UI with the Development team before every release.

### Primary Projects which I have worked on:

- GoMechanic Extended warranty, where car owners can avail extended warranties through our app of their engines, braking and suspension.
- Improved and Enhance the inconsistencies found with Goconnect User flows, and introduced new features like Incognito Mode Tracking, Driver Rating Streak, Tracking Expenses, Alerts based on Driving Styles etc.
- Making our product an e-commerce platform by introduction of GoMechanic Direct to Home Delivery of Accessories.
- Created a user flow with the team to introduce Fastag onto our platform.

## UI UX Intern

GoMechanic, Aug 2021 – Jan 2022

Worked on the Retail app & website directly with the design team where my responsibilities were to:

- Communicate designs, rationale & ideas to founders, product managers, developers directly
- Manage & improve design operations, creating smooth user-flows

### Primary Projects which I have worked on:

- Accessories for app, where users can explore, get recommendations & buy accessories for their car.
- Overhaul of GoConnect OBD which allows users to track their car real-time with features like Trip History, Anti-Theft alerts, Emergency Alerts, etc.
- End to end experience for Miles Subscription. Regularly, optimizing its entry funnels by analysis of user clicks.
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## Education & Learning

### Bachelor's in Mechanical Engineering

Manipal University Jaipur,  
Aug 2017 – May 2021

### Class 12th (Science with Maths)

DPSG, Palam Vihar, Gurgaon (2017)  
77.6% (CBSE)

### Class 10th

DPSG, Palam Vihar, Gurgaon ( 2015 )  
8.8 CGPA (CBSE)