

YASH SRIVASTAVA

Design Strategy | User Experience | Research

CONTACT

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PORTFOLIO

yashsrivastava.com

SPECIALIZATION AND SKILLS

Design Strategy

Systems thinking
Data visualization
Product Design
Service Design
Human-Centered-Design

User Experience

User Journey
Personas
Story Telling
Information-Architecture
Design Systems
Wireframing
Prototyping
UI Design
User Testing

Research

Interviews
Ethnographic-Research
Field Studies
Data Analysis
and Synthesis
Workshops
Data Mapping
I&O Framework

EDUCATION

Art Center College of Design Master of Science in Transportation Systems and Design

Pasadena, US | Sept 19 – Present

- Currently in the final stages of thesis research project “Building Soft Communities: A Beyond Quantification Approach for Co-Designing Inclusive Places and Cities,” to be submitted in Fall’23.

Shiv Nadar University Bachelor of Technology in Mechanical Engineering

Greater Noida, India | 2014 – 2018

WORK EXPERIENCE

Left Field Labs UX Designer - Contract

Los Angeles, US | June 22 – Sep 22

- Spearheaded UX design for a mobile app development project for a leading global automotive manufacturer.
- Created visual artifacts such as personas, journey maps, and user narratives to effectively communicate design concepts.
- Developed wireframes, information architecture, prototypes, and user flows.
- Designed user interfaces and interactions for mobile apps and car dashboards/infotainment screens.

Art Center College of Design Teaching Assistant

Pasadena, US | Sept 21 – June 22

Human Factors and Design Psychology

- Evaluated student projects and assignments in the Human Factors and Design Psychology course, optimizing workplace, product, and service design to improve human performance and satisfaction.

Graduation Strategy

- Facilitated interactive sessions with industry experts to elevate students' design skills and enrich their portfolios.

XOTO.inc Design Strategist

Los Angeles, US | Sept 21 – Jan 22

- Developed design strategies aligned with business goals and user preferences for a self-stabilizing electric scooter company.
- Conducted research and analyzed market data and user behaviors to generate valuable insights.

Tech Mahindra Foundation Curriculum Design Intern

Greater Noida, India | Oct 18 – Dec 18

- Designed and developed curriculum by selecting learning objectives, instructional strategies, and learning resources.
- Analyzed data and conducted interviews to gather curriculum information.

Hero MotoCorp Design Analyst Intern

Greater Noida, India | June 16 – Aug 16

- Conducted quality control inspections, analyzed data, and identified areas for improvement.
- Collaborated with cross-functional teams to mitigate risks and develop effective solutions.