Pallavi Shrivastava

Product Designer | B2B SaaS & Enterprise Systems

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Product Designer with 5+ years of experience working on end to end complex, system-driven products across public-sector and SaaS environments. Skilled in framing problems, navigating trade-offs, and delivering scalable, user-centred design solutions in collaboration with engineering and product teams.

WORK EXPERIENCE

Deloitte, *Assistant Manager-Product Design(Consultant)*

SEPTEMBER 2025 - Present | Delhi, India

- Owned end-to-end product design for a **state-wide government SaaS platform** translating complex regulatory and GIS-driven requirements into clear, accessible user experiences.
- Partnered with product managers and engineers in an agile environment to **simplify system-level workflows**, improving usability and task efficiency by ~30%.
- Applied **accessibility-first design principles** while **balancing technical, policy, and user constraints.**
- **LLM and RAG based AI Chatbot.**

American Technology Consulting, *Product designer*

NOVEMBER 2024 - September 2025 | Chennai, India

- Designed **SaaS/web apps persona, journey maps wireframes and prototypes for US clients** like Madison metropolitan sewerage district, collaborated with an agile team, improved user workflows by 30%, integrating technology like **GIS tech** and **ensuring accessibility compliance.**
- Conducted design workshops with designers, BA and product managers.

Busibud solutions private limited, *Product designer*

DECEMBER 2020 - NOVEMBER 2024 | Chandigarh, India

- Designed **3 B2B SaaS/web apps, 1 iOS mobile app, 1 B2C live chat widget and its automation flows which included AI algorithms with knowledge base, 5 websites, more than 100+ features, landing pages and emailers from scratch.**
- **Built design systems of 2+ brands and 2 design handoff processes for consistent delivery** improving team performance by 18% and **effectively communicating** requirements and **partnering with engineering and the agile team to meet user and business goals serving customers** and reducing production costs by 20%.

LEADERSHIP AND ACTIVITIES

National Institute of Technology, Patna, *UX speaker and judge*

APRIL 2023 | Remote

Reference: Speaker at hackathon event by student developer club at NIT, Patna, Judge

- Empowered 1st and 2nd year students with insights into the design industry, priming them for a design hackathon.

Busibud Solutions private limited , *Product design team leadership*

DECEMBER 2021- PRESENT | Chandigarh, India

- Leading design team of 5 designers, resolving complex user flows and delegating tasks

EDUCATION

Lovely Professional University, *B. tech. (Information technology)*

AUGUST 2017 - AUGUST 2021 | Jalandhar, India

- Studied Human-Computer Interaction, Computer Science and software development lifecycles.

DESIGN SKILLS

Storyboarding, Information architecture, User flows, Wireframing, Prototyping, Data visualisation, Mockups, Enterprise product design, Visual design, Persona, Journey mapping, User research, Copywriting, Vibe coding.

SOFT SKILLS

Communication, Empathy, Eye for details, Leadership, Creativity

HARD SKILLS

Figma, Figjam, Adobe XD, Adobe Illustrator, Adobe Photoshop, Lovable, Wordpress, Jira, Notion, Google docs, Google sheets, Google analytics, HTML, CSS, Bootstrap, Media Query,Claude code, Lovable,Cursor,Railway, Github.

CERTIFICATION COURSES

WAI0.1x Introduction to Web Accessibility,W3Cx - | 2024

Agile virtual experience program, Forage - JP Morgan & Chase | 2023

UX design fundamentals, Coursera | 2020

Visual elements of user interface design , Coursera |2020

SELECTED LIVE PROJECTS

Department of land resources-Govt. Of India, Chhattisgarh.

Saufter.io B2B SaaS helpdesk software,live chatbot LLM, RAG and automation features.

Busibud's HR applicant tracking system.

Madison metropolitan sewerage district Webapp