Kalpana Srivastava

UI/UX Designer

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About Me

UI/UX Designer and Graphic Designer with 5 years of experience creating user-centered digital experiences, modern interfaces, and impactful visual designs. Skilled in wire-framing, prototyping, design systems, branding, and transforming complex ideas into intuitive solutions.

Work Experience

Ripples Learning (UI/UX Designer {Contract}) — Oct 2025 - Present

- Led end-to-end UX design and research for Ripples Discovery and Velocity, from problem definition to high-fidelity solutions
- Designed complete website experiences for CHRMP and Ripples Learning, focusing on usability, structure, and conversion
- Collaborated with cross-functional teams and managed the design process to ensure alignment between business goals and user needs
- Mentored and guided the design team, ensuring quality, consistency, and adherence to UX best practices

C1 India Pvt Ltd. (UI/UX Designer) — June 2023 - Dec 2024

- Revamped legacy web portals, improving usability and reducing user friction across key workflows
- Conducted formal and informal user research with stakeholders and end users to identify pain points and define product requirements
- Designed end-to-end UX for Procfox (mobile and desktop), including user flows, wireframes, prototypes, and iterative design refinements
- Built and maintained a scalable design system, along with dashboards and admin panels for Procfox, ensuring consistency and faster development cycles
- Performed usability testing with end users, translating insights into actionable design improvements
- Designed high-conversion landing pages for global events like GITEX and LEAP, optimizing user journeys for marketing campaigns
- Led the complete UX design for C1 Global website, aligning business goals with user needs

Ripples Learning (Graphic Designer & UI Specialist) — June 2022 - June 2023

- Built and maintained a scalable design system for CHRMP, improving consistency and development efficiency across product pages including All-Access
- Conducted UX research (user flows, competitor analysis, and usability insights) to inform design decisions for web and product experiences
- Designed end-to-end website experience for animeshrai.com, from information architecture and wireframes to high-fidelity UI
- Collaborated with stakeholders and developers to translate business requirements into intuitive, user-centered interfaces
- Optimized landing pages for CHRMP, resulting in a 15% increase in webinar sign-ups over six months.

Masters' Union (Graphic Designer) — March 2022 - June 2022

- Designed banners, emailers, and marketing creatives

Proffus Pvt Ltd (Graphic & UI Designer) — Nov 2020 - March 2022

- Designed marketing creatives, product mockups, and digital assets
- Conducted UX research and designed web pages improving structure and usability
- Collaborated with clients and delivered end-to-end design solutions

Education

Bachelor of Commerce(B.com)

School of Open Learning, University of Delhi — 2010 - 2013

Course & Certification

Google Ux design

Completed intensive UX design training with hands-on projects, focusing on research, inclusive design, and high-fidelity prototyping (Figma, Adobe XD).

Expertise

- End-to-End Product Design
- UX Research & User-Centered Design
- Design Systems & Scalable UI
- Information Architecture & User Flows
- Interaction & Visual Design
- Dashboard & Enterprise UX
- Usability Testing & Iteration
- Responsive & Mobile-First Design
- Stakeholder Collaboration & Design Leadership
- Logo design
- T-shirt Design
- Print work
- Branding
- Marketing collateral

Tools

Design & Prototyping

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Corel Draw
- Canva
- Indesign
- Claude
- Open AI
- Google Gemini

UX & Collaboration

- FigJam
- Miro
- octopus

Developer Handoff

- Figma Dev Mode

Basic Front-End Understanding

- HTML5
- CSS3

Language

English

Hindi

Portfolio

https://www.behance.net/kalpanasrivast

https://www.figma.com/design/p9AmU2ukeslPwOqSgkZBnx/portfolio?node-id=0-1&p=f&t=Yfxgq6Piy4ylwy1a-0

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