

# Dev Srivastava

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## Dev Srivastava – BFA Design and Technology

Creative and analytical BFA Design and Technology student at Parsons School of Design with hands-on experience in user-centered UI/UX design, interaction design, and user research. Skilled in leveraging design thinking to create intuitive, data-driven interfaces that solve complex problems and enhance user experiences.

### WORK EXPERIENCE

**FeedbackNow, New York** **06/2024 – 08/2024**  
New York  
**UI/UX Intern**

- Redesigned a B2B dashboard to help sales teams tell a clearer narrative during live client demos
- Designed a guided walkthrough mode that lets sales reps move through insights linearly while still pivoting based on client questions.
- Developed interaction design frameworks to enhance the accessibility and usability of AI-driven interfaces.
- Improved demo effectiveness: +67% stakeholder satisfaction with demo flow, 5 minutes faster time-to-value communication, and 100% sales team adoption of the guided mode

**WindowsWear, New York** **11/2023 – 02/2024**  
New York  
**Digital Media Design Intern**

- Designed 25+ digital assets across 3 retail campaigns for web-based platforms
- Translated brand guidelines into scalable visual systems to ensure consistency across campaign touchpoints
- Optimized layouts and visual hierarchy for web audiences, improving clarity and engagement in marketing materials

**BlackDogLLC, New York** **06/2023 – 07/2023**  
New York  
**Graphic Design Intern**

- Created 25+ visual assets for 5 client campaigns, enhancing brand visibility across social, web, and print platforms.
- Aligned client briefs with brand identity, creating cohesive visual systems that enhanced campaign effectiveness within 4 weeks.
- Collaborated with a multi-disciplinary team to deliver 10+ campaign assets within 4 weeks, enhancing project efficiency and meeting tight deadlines.

### EDUCATION

**BFA Design and Technology**  
Parsons School Of Design New York

### SKILLS

- Adobe Creative Cloud
- CSS
- Figma
- HTML
- Human-Computer Interaction
- JavaScript
- Problem Solving
- Python