



Shweta Srivastava

Bengaluru, India | +91 94558 01986 | shweta230@gmail.com

Portfolio: workwithshweta.co.in | LinkedIn: [linkedin.com/in/shweta230](https://www.linkedin.com/in/shweta230)

SUMMARY

Principal UX Designer with **12+ years of experience designing B2B and SaaS products**. Focused on solving complex product challenges, shaping clear UX direction, and creating cohesive experiences across systems. Experienced in collaborating across functions, influencing product direction, and mentoring emerging designers.

CORE SKILLS

Problem Solving • UX Strategy • Systems Thinking • AI-Native • Information Architecture • Enterprise UX • Research • Design Systems • Workshop Facilitation • Cross-functional Collaboration • Design Leadership

EXPERIENCE



Automation Anywhere

Principal UX Designer

May 2022-Present

- Defined and evangelized the UX vision for consolidating five editors into a unified platform experience, **turning fragmented workflows into a strategic product direction** that became a core offering and **major company investment theme**.
- Influenced product direction across **two previously independent teams by aligning ~30 cross-functional stakeholders** around a shared vision, delivery plan, and experience principles for unified editors.
- Envisioned the **end-to-end developer experience** and built a working prototype using **AI-assisted coding** workflows in **under one week**, shaping **15 major areas**.
- **Led strategic customer workshops** with a top 10 client, synthesizing 150+ feedback points from 15 users into actionable insights that clarified priorities and informed roadmap decisions.
- **Mentored junior designers** and **drove a research-informed design process** through interviews, surveys, advisory boards, developer community engagement, and pathfinder summits.



Cisco

Senior User Experience Designer

Jun 2020-May 2022

- Led research and design for **on-premise and cloud solutions for network administrators**, simplifying complex enterprise workflows. Designed tools to support customer **cloud migration** and simplify transition experiences.



Talview

Lead UX Designer

Mar 2019-Jun 2020

- Led a team of three designers, defining the design vision and helping shape product direction for an AI-powered hiring and proctoring platform.

EDUCATION

Bachelor of Science (BSc), Information Technology - Punjab Technical University (2009-2012)

Advanced Diploma in 3D Animation & VFX - MAAC / University of Cambridge International Examinations 2009- 2012)