Suyash Shrivastava

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EDUCATION

Course	College / University	Year	CGPA / %
B.Des	Netaji Subhas University of Technology	2027	8.37
CBSE (Class XII)	Delhi Public School, Ranchi	2023	92%
CBSE (Class X)	Delhi Public School, Ranchi	2021	93%

INTERNSHIP

- **Product Design Intern, AI/ML Team | Vodafone Idea Ltd. | Hyderabad** **Jun 2026 - Jul 2026**
  - Redesigned FALCON, an internal investigation tool. Asked for a visual refresh, but user shadowing showed a 10 minute wait in daily work, so I fixed usability instead.
  - Interviewed 4 user groups and studied usage logs. Found 18 issues from 3 root causes and merged 5 separate screens into 2.
  - Load time dropped from 10+ sec to under 1.5 sec, time to first insight from 20+ min to under 3 min, and task time by 25%.
- **Product Design Intern | Diviniti | Remote** **Jun 2025 - Jun 2026**
  - Split one gifting brand into three brands with their own identity and website, each built for a different buyer.
  - Redesigned the Amazon store, growing sales by 40%. The new Portrait on Gold brand grew inquiries by 50% in 3 months.

ENTREPRENEURSHIP

- **Owner and Designer | Swad Cafe | Ranchi** **May 2026 - Present**
  - Took over a cafe losing Rs. 10K a month and redesigned the space, brand, menu, recipes and kitchen workflow.
  - Grew daily customers about 20 times and made Rs. 20K+ monthly profit in the first month, with 80% repeat customers.

POSITIONS OF RESPONSIBILITY

- **Head of Production | Devcomm, NSUT Development Society** **May 2025 - May 2026**
  - Led a team of junior designers and ran production for hackathons and mini fests.
- **Head of Production | Canvas, NSUT Fine Arts Society** **May 2025 - May 2026**
  - Guided junior designers and organised the society's fine art events.
- **Tech and Marketing Lead | The Jharkhand Story** **Ongoing**
  - Handle tech, ads and marketing for a regional news website.

OTHER INFORMATION

- **Design**: Product Design, UX Research, Information Architecture, Interaction Design, Design Systems, Branding
- **Tools**: Figma, React, TypeScript, n8n, Prompt Engineering
- **Business**: P&L Management, Operations, Market Research