

Anvesha Srivastava

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SUMMARY

UX Researcher and Experience Designer with 5+ years translating qualitative and quantitative research into product, service, and experience decisions. Skilled in research planning, synthesis, usability testing, and journey mapping across enterprise, consumer, and emerging-tech products. Works at the intersection of research, strategy, and design to turn user and systems insight into measurable experience and business outcomes.

EXPERIENCE

Handshake

Remote, USA

UX Design Fellow, Agentic AI

July 2026 – Present

- Shape design principles, decision frameworks, and evaluation rubrics that guide how a frontier AI coding agent approaches web design at scale, working at the intersection of product strategy, design systems, and human-AI collaboration
- Build feedback loops that translate individual design corrections into generalized standards, improving the consistency and quality of the agent's future output

Sonatus

Sunnyvale, CA

UX Researcher & Designer

June 2025 – Aug 2025

- Led end-to-end UX research and redesign of alert-handling workflows on the home page of Sonatus's Command Center platform; usability testing on a high-fidelity prototype validated a reduction from 6 steps to 1 to reach critical alerts and failed deployments, and a **75%+ decrease in time-on-task**
- Conducted qualitative research, including **8 user and stakeholder interviews** across cross-functional teams, to uncover business and user needs, then synthesized findings through affinity mapping to develop personas and define design direction
- Ran a heuristic evaluation of the platform's information architecture to surface pain points, translated insights into low-fidelity wireframes, iterated to a high-fidelity prototype, and validated design decisions through **usability testing with 10 participants**
- Partnered with product and engineering to navigate technical constraints, pivoting the design direction to balance feasibility with user needs and business goals
- Designed and shipped 4 components to the company's design system, partnering with engineering on implementation across the platform

Amazon

Bengaluru, India

Visual UX Designer

Feb 2022 – July 2024

- Designed and led an A/B test of new brand imaging and infographic guidelines across the top 50 GMS-driving ASINs (highest-revenue SKUs), driving a **42% increase in CTR**; recognized at monthly all-hands for the result
- Redesigned homepage-to-landing-page information architecture and user flows for Amazon Private Brands, driving a **38% CTR lift and 18% month-over-month conversion lift** in high-performing categories
- Owned end-to-end UX strategy from homepage discovery through checkout for Private Brands including hero and quad-card merchandising, marketing copy, and visual hierarchy on the homepage, plus category and campaign landing pages (Prime Day Sale) with above/below-the-fold product placement and CTA design
- Established and enforced visual brand and infographic guidelines for Vedika and Solimo, partnering with external creative agencies and internal studio teams to keep 3D-rendered and photography assets consistent with brand standards
- Conducted mixed-methods UX research, analyzing CTR, cart abandonment, drop-off, and customer reviews via internal Amazon BI tools, and led a weekly CX business review (WBR) with the Private Brands and core category teams to drive visibility strategy
- Conducted competitive analysis on furniture category design trends, coordinating with 6–10 vendors per launch cycle to inform go/no-go decisions on new launches

Manglam Arts (Leading furniture manufacturer & exporter in India)

Jaipur, India

Sr. Furniture Designer, Design & Development

Jul 2016 – Feb 2022

- Led research and design strategy for global retail brands (Pottery Barn, West Elm, Anthropologie), managing a 5 person team from concept through production and securing \$5M+ in annual orders

EDUCATION

Massachusetts Institute of Technology (MIT)

Cambridge, MA

Master, Information Design & Visualization, Cross-Registration (Spring 2025 Semester)

Feb 2025 – May 2025

Massachusetts College of Art & Design (MassArt)

Boston, MA

Master of Design in Design Innovation (STEM Designation)

Sep 2024 – May 2026

Major in UX Design, Graduate Thesis Award Winner – Experience & Service Design

National Institute of Fashion Technology (NIFT)

Uttar Pradesh, India

Bachelor of Design in Industrial Design

May 2012 – May 2016

SKILLS

User Interviews, Surveys, Usability Testing, Heuristic Evaluation, Card Sorting, Competitive Analysis, Affinity Mapping, Journey Mapping, Service Blueprint, Personas, Information Architecture, Figma, Miro, Adobe Creative Suite, Interaction Design, Qualtrics