

Anshika Srivastava

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Product Designer specializing in complex, early-stage B2B SaaS and healthcare environments. Proven track record of simplifying complex workflows, translating technical constraints into scalable design systems and intuitive user interfaces that drive stakeholder alignment.

WORK EXPERIENCE

Founding Product Designer

July 2024 – October 2024 (Contract) • November 2025 – Present

Infuse Health (Stealth Startup) / Medical Device, Tablet App

New York City, NY

- Led end-to-end UX design of an infusion pump on an iPad interface, and subsequent iterations in a safety-critical clinical context, using competitive analysis + FDA-guided secondary research to define user workflows, constraints, and safety-centric interactions.
- Built a risk-aware UX foundation by mapping failure modes and edge cases into task flows and error handling, then iterated with clinician feedback to reduce ambiguity and support safer recovery in high-urgency workflows, cutting core task times by 40%
- Partnered with FDA consultants to produce traceable documentation and with engineering to bring the UI onto a physical device; built vibe-coded interactive prototypes for rapid usability testing with clinicians, and delivered high-fidelity demos supporting a \$500K angel raise.

Lead Product Designer

October 2024 – November 2025

ProRank Inc. / B2B SaaS, Healthcare Talent CRM, Web App

New York City, NY

- Spearheaded design for a B2B SaaS healthcare recruitment platform as the first design hire, conducting heuristic evaluations and redesigning a legacy product to improve recruiter and candidate workflows.
- Defined UX strategy, design patterns, and feedback loops across core hiring pipelines; translated ambiguous requirements into validated prototypes supporting \$3M seed funding and a merger with Goodwork.world.
- Led end-to-end feature delivery and launch of recruiter tools (candidate search, messaging, pipelines, dashboards), contributing to a 5x increase in placements and 60% higher candidate engagement.
- Built and launched a responsive design system, style guide, and documentation, reducing development handoff time by 40%.
- Partnered cross-functionally with product, engineering, and marketing to align scope, unblock delivery, and embed user-centered practices into the team's workflow.

Product Designer

September 2023 – May 2024

Hometown Heroes Radio, Delaware Public Media (Capstone Project) / Consumer App, Desktop Web App

Wilmington, DE

- Designed and shipped a musician mentorship + gig-finding platform used by 3,000+ early-career musicians, iterating from wireframes to hi-fi prototypes in an agile workflow.
- Led mixed-methods discovery (20+ stakeholder interviews + card sorting) to identify opportunities, assess product-market fit, and define the platform's IA, journeys, and core flows. Conducted a 15+ competitor analysis to shape product strategy and the revenue model, translating insights into key flows and UX direction.
- Ran 4 concept and usability test sessions, which revealed a 90% user satisfaction rate.
- Built a token-based design system (~500 components/variables) to streamline dev handoff and ensure UI consistency.

Product Designer (Design System)

May 2023 – August 2023

Gainwell Technologies / Medicaid Tools, SaaS, Web and Mobile

Irving, TX

- Designed a responsive design system for web + mobile components within a healthcare human-services platform.
- Used Figma Library Analytics to gauge and drive component adoption, achieving a 60% increase in usage. Ensured alignment between teams to drive reduction in ad-hoc components.
- Collaborated with engineering and product managers to optimize the development time of Gainwell's products by authoring clear documentation outlining the design system's components, usage guidelines, and states.

PROJECTS

AI Scribe for Physical Therapists / AI, Mobile App

January 2026 – Present

- Led early-stage discovery and validation for a 0→1 AI scribe for physiotherapists, partnering with the engineers and physiotherapists as the sole designer to define an EHR-integrated SOAP note workflow through market research, clinician interviews, and workflow analysis.

SKILLS

Product Design & Strategy: UX/UI Design, Design Systems, Information Architecture, Product Roadmap, Interaction Design, Prototyping, Storyboards, Mockups, Vibe-coding, Product Requirement Documentation (PRDs)

User Research & Validation: Usability Testing, User Interviews, Surveys, Mixed Methods Research, Competitive Analysis, User Flow Mapping, Heuristic Evaluations, Secondary Research, Literature Reviews, Audits, Mixpanel, Accessibility Tools (ANDI, WAVE), Miro, Notion

Design Tools and Technical: Figma, Adobe Creative Suite, Sketch, HTML, CSS, React, Lottie, Midjourney, Cursor, Claude Code

EDUCATION

M.S. in Human-Computer Interaction / University of Maryland / College Park, MD, USA

Bachelor of Architecture / University of Mumbai / India