Purvi Shrivastava

Product Thinking & AI Systems | B2B SaaS | 0-to-1 Product Execution

purvi.shrivastava1086@gmail.com | LinkedIn | **Behance** | **Portfolio**

Work Experience

Arcitech AI | UI/UX Designer **Apr 2026 – Present**

- Architected the 0-to-1 MVP for an **AI-powered BPO quality-assurance platform** ahead of launch; defined product scope and high-value features, drove **rapid prototyping and usability testing** with Claude, and iterated with engineering.
- Designed a **per-agent sampling flow** replacing 100% call ingestion, allowing BPO admins to configure ingestion percentages and balance QA coverage against LLM token costs.
- Created a **QA calibration module** where supervisors spot-rate AI-scored calls to measure variance against model outputs, creating a feedback loop to monitor accuracy.
- Architected a visual, **node-based workflow builder** linking real-time call metrics (e.g., CSAT <40% or >80%) to automated API alerts and coaching actions without engineering support.
- Led client discovery calls, **weekly technical stakeholder presentations**, **RBAC dashboards**, and intern mentorship.

Unicoconnect | UI/UX Designer **Dec 2024 – Oct 2025**

- Partnered with clients and cross-functional teams to recommend, test, and roll out features across web, mobile, and foldable devices for **15,000+ active users**.
- Re-architected a manual check-in workflow into an **automated NFC-based system** for non-tech-savvy users across classes and events, cutting check-in time by **over 80%** and reclaiming lost session time.
- Designed complex **analytical dashboards** with clear visual hierarchy, enabling non-technical stakeholders to interpret operational metrics easily.
- Built and maintained a centralized **design system** with standardized tokens, variant logic, and Auto Layout, reducing developer handoff time and design debt by **30%**.

Skills

Product Strategy	Product Discovery · MVP Scoping · AI Evaluation · Information Architecture · Usability & A/B Testing
Design & Systems	Design Systems · Rapid Prototyping · Dev Handoff · Cross-Functional Alignment · Stakeholder Mgmt
Data & Tools	SQL · Python (Pandas, NumPy) · Power BI · Figma · Claude · Framer · Jira

Leadership

President, Student Activity Council | OIST **Bhopal | 2023 – 2024**

- Directed strategy across 9 clubs and led a **24-member council**, executing flagship campus tech events (Smart India Hackathon, Tech Fest) for **1,000+ attendees** while managing budgets and operations.
- Led digital outreach and content strategy, scaling the council's social presence from **0 to 300+ followers in 30 days**.

Co-Head, Literary Club | OIST **Bhopal | 2022 – 2023**

- Managed end-to-end editorial and production workflows for 2 college magazine editions and coordinated event logistics for **800+ participants** at ACM 2023.

Education

B.Tech in Computer Science (Data Science) **2021 – 2025**

Oriental Institute of Science & Technology | Bhopal, India