

Priyanka Verma

PRODUCT DESIGNER | San Francisco, CA

priyankaverma.design@gmail.com | +1415-525-7950 | <https://www.priyanka-verma.com> | www.linkedin.com/in/priyanka-design

WORK EXPERIENCE

Product Designer, **Liaizen**

02/2025 – Present | Remote

- Collaborated with designers to design seamless, end-to-end experiences that empowered parents to communicate more effectively, fostering a more engaged and supportive co-parenting journey

Product Designer, **Presidio Trust**

01/2024 – 08/2024 | San Francisco, California

- Facilitated 5 usability testing sessions with 20+ visitors of the center to evaluate visibility, usability, and navigation, to refine prototypes of data-visualized information boards
- Revitalized the learning center's outdoor adventure program, Beyond the Field Station, leading to a 15% increase in participation and higher footfall at the center within two weeks of implementation

UX Designer, **Idealoft Studio**

03/2022 – 06/2023 | Remote

- Promoted to lead end-to-end design decisions in an agile team through a high-fidelity prototype for a consumer-facing credit card section of ICICI Bank, encompassing 12 distinct user flows and 375 screens
- Collaborated with a cross-functional team including a senior designer, product managers, and engineers to execute the complete product development lifecycle of the consumer-facing product experience of ICICI Credit Cards
- Contributed to a comprehensive design system with 4,000+ design components and implemented it across 4 product verticals. This led to an increase in developer efficiency by 20% while ensuring design coherency
- Designed an internal tool to streamline merchants' payment workflow through a mobile-optimized web app, projecting a reduction in task completion time for merchants by 17% and enhancing user productivity
- Redesigned and shipped an automobile design studio's portfolio website to reflect a cohesive brand identity that led to a 24% increase in engagement with the website

UX Research Intern, **Idealoft Studio**

08/2021 – 02/2022 | Remote

- Created gamified learning modules based on market trends, utilized by 2K+ students to enhance user engagement
- Designed and prototyped the automation of onboarding new customers within Kotak Insurance's B2B SaaS product, aiming to set and achieve the OKR of reducing user onboarding time by 20%
- Discovered and defined the scope of the 'search feature' to match users with the best-suited insurance from ICICI Prudential, increasing user engagement by 15% and leading to higher conversion rates

EDUCATION

California College of the Arts

09/2023 – 08/2024 | San Francisco, California

- Master of Design, Human-Computer Interaction (HCI)
- Highlight: Merit Scholarship 2023–24

Manipal Academy of Higher Education

07/2015 – 07/2020 | Manipal, India

- Bachelor's in Architecture

SKILLS

Research: User Research, Metrics Analysis, User Journey, Usability Testing, Heuristic Evaluation, User Feedback

Design & Management: Accessibility & Inclusive Design, User Interface (UI) Design, Design Systems, Human-centered Design, Ideation, Visual Design, 3D Modeling, Project Management, Cross-Disciplinary Collaboration, Iterative Design Process, Design Library Components, Systems Design, Data-Driven Design, Sketches, Wireframes, Mockups, Interactive prototyping, Time Management, Stakeholder Management, AIGC Tools, Design Thinking Workshops

Tools: Sketch, Figma, Framer, Adobe tools, Miro, Paper Prototypes

ACHIEVEMENTS

Grid Designathon – Winning Entry

2022, India

Designed a WhatsApp chatbot and money management dashboard to help low-income women in India manage their finances