

PRIYANKA VERMA

Product Designer

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LinkedIn [/priyanka-design](https://www.linkedin.com/in/priyanka-design)
Location San Francisco, CA

Education

California College of the Arts, San Francisco
Master of Design, Interaction Design
August 2023 – Present
(Expected Graduation August 2024)

Manipal Academy of Higher Education
Bachelor's in Architecture
July 2015 – July 2020

Skills

Research User Interview, Contextual Inquiry, Usability testing, Comparative Analysis, Survey, Mind Mapping

Design Concept Sketching, Illustration, Storyboarding, Low & High fidelity Wireframes, User flows, Clickable Prototyping 3D Models, Laser cut

Technical Figma, Adobe InDesign, Adobe Photoshop, AutoCAD, SketchUp, Microsoft Office, Miro, Mural, Slack, Zoom

Competitions

Grid Designathon 2022
Winning Entry, at Grid Design Studio

Archue Architecture Competition 2019
Honorable Mention, Online

Work Experiences

Presidio Trust | San Francisco

Social Impact Partner Academic Project | January 2024 – Present

- Led design workshops aimed at improving visitor engagement and experience.
- Partnered across teams to refine visitor interaction methods, significantly enhancing overall visitor experience.
- Executed in-depth visitor engagement studies, translating insights into actionable strategies for Presidio Trust.

California College of the Arts | San Francisco

Teaching Assistant August 2023 – December 2023

- Facilitated classroom discussions, fostering collaboration and student participation, leading to increased engagement and a better understanding of course material.
- Closely monitored and responded to individual student needs, leading to a marked increase in course comprehension and performance.

Idealoft Studio | Remote

UX Researcher and Designer March 2022 – June 2023

- Leveraged user centric methods and design thinking to develop visually captivating designs for an automotive design studio's website that increased engagement with the site by 24%.
- Spearheaded the development and implementation of a comprehensive design system, resulting in streamlined workflows, increased design consistency, and a notable 30% reduction in design production time for ICICI bank.
- Developed a comprehensive, high-fidelity initial prototype for ICICI Bank's credit card section, encompassing 12 distinct user flows and 375 screens within a month.
- Led the redesign of a UPI transaction dashboard overhaul for ICICI Bank, foreseeing a projected 20% reduction in task completion time and a 15% decrease in clicks.

UX Researcher Intern August 2021 – February 2022

- Created a comprehensive ed-tech website, utilizing user insights and industry trends in gamification to enhance user engagement.

India Lost and Found | New Delhi

Cultural Researcher April 2021 – July 2022

- Evaluated and documented cultural, historical, and architectural aspects of 6 heritage sites in India, resulting in insightful narratives that contextualize the richness of each site's heritage.

Business Ally | New Delhi

Freelance Designer December 2020 – February 2021

- Audited Business Ally mobile application for heuristics and design system compliance across Android & iOS platforms resulting in concepts for a standardized customer experience.