



# Priyanka Padhi

Senior Experience Designer | HFI Certified Usability Analyst

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## Skills and Expertise

### ROLE-SPECIFIC

- Primary Research
- Secondary Research
- Conceptualization
- Heuristic Evaluation
- Affinity and Journey Mapping
- Persona Creation
- Information Architecture
- Wireframing and Prototyping
- Experience Design and Strategy
- Value Proposition Design
- Data Visualization
- Product Design
- Usability Testing

### SOCIAL

- Leadership
- Prioritization
- Empathy
- Adaptability
- Openness to Feedback

### INDUSTRY DOMAIN

- BFSI
- Education
- FMCG
- Life Science
- IT and ITes

### PROGRAMMING LANGUAGES

- HTML
- CSS
- Java
- SQL
- jQuery (beginner)

## Professional Profile

Creative UX designer with 5+ years of experience developing innovative, approachable user experience frameworks for several products. Skilled at diverging from UX norms without alienating users and creating wholly new frameworks that feel familiar to ease user adoption. Ceaselessly focused on user-centric design decisions. Earned recognition for actively interacting with clients to accommodate customer needs and meet identified objectives.

## Experience

### Cognizant

Jan 2020 - Present

#### Senior Experience Designer

- Directed 15+ projects, developed KPIs, set targets, and coordinated with brilliant digital specialists to solve intriguing problems.
- Collaborated with cross-functional teams to create elegant yet simple designs that meet the requirements and raise the user experience bar.
- Drive UX vision, create UX workflows, run quick prototypes, and conduct usability testing.
- Synthesized user insights into feasible design decisions and measured a 12% improvement in user satisfaction and perceived information discoverability.
- Calculated a 15% reduction in bounce rate by streamlining UX processes.
- Designed solutions that preserved necessary information across 20+ requirements and cut scroll time by 50%.
- Build presentations to garner buy-in from cross-functional team members, stakeholders, and leadership.
- Coached teams of 5 to 10 junior designers that increased productivity by 20%.

### ZingHR

Mar 2018 - Jan 2020

#### User Experience Designer

- Revamped ZingHR website, which consisted of 100+ screens, recorded an increase in annual revenue of 34%.
- Adhering to UX principles, I influenced product design decisions and outcomes to implement experiences.
- Produced UX design solutions using wireframes, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes.
- Delivered detailed design flows and specifications and ensured product excellence throughout product development and implementation.
- Crafted 50+ print materials and brand identity assets and spearheaded website experience improvements that increased social media engagement by 30%.
- Received accolades for producing backdrops and event collaterals for 30+ SHRM events in Dubai, Mumbai, Delhi, Chennai, and other places, which resulted in a 20% boost in conversion rates.

### Lite Technology

Jul 2016 - Feb 2017

#### Technical Marketing Engineer

- Mastered the details of the product's operation and communicated them to high-end customers.
- Compiled data on competitors' products and supported the sales and marketing teams.
- Maximized the company's horizons by focusing on the architectural business and increasing revenue by 1Cr.

## Education

### Bachelors in Electronics Engineering

Jun 2012 - Jun 2016