

### PERSONAL STATEMENT

Product Designer with four years of experience launching intuitive, data-driven, and consumer-facing design solutions for various industries, including B2C and B2B. I leverage my attention to detail, experience working in fast paced agile environments, and devotion to an elevated user experience to drive design from initial concept to final launch and continuous iteration.

### EDUCATION

#### University of Maryland, Baltimore County - 2021-2023

Human Centered Computing  
GPA: 3.91/4.0

#### Gujarat Technological University - 2016-2020

Information Technology

### DESIGN PORTFOLIO

[priyalshah.me](http://priyalshah.me)  
[Behance.net/topriyalds3205](https://www.behance.net/topriyalds3205)

### SKILLS

User Interface Design  
User Experience Design  
Mobile & Web Design  
User Research & Testing  
Graphic & Visual Design  
Wireframing  
Prototyping  
Brand Development  
Sitemaps & User Flows  
Ideation & Concept Testing  
Usability Testing  
Data Visualization

### TOOLS

Sketch  
Figma  
Zeplin  
Adobe Photoshop  
Adobe Illustrator  
Framer  
Adobe XD  
User Testing  
Qualtrics  
Survey Monkey  
Azure  
UserTesting  
Balsamiq  
Tableau

### WORK EXPERIENCE

#### Freelancer | Product Designer

*Sept 2023-Present, NJ, USA*

- Contributed to a research project aimed at understanding perseverance in children through the use of complex math problems.
- Conceptualized and designed a gamified version for a mobile app tailored for job seekers.
- Researching best practices adopted by industry-leading platforms for sharing blogs within the UX community and for general knowledge.

#### UMBC | UX Researcher

*Oct 2022-May 2023, Baltimore, MD, USA*

- Employed various research methods, such as direct observation, One-on-One Interviews, Focus Groups, Surveys, and Field Visits to determine the efficacy of child-robot interactions.
- Created a comprehensive design audit and defined research objectives and developed research plans to capture detailed user needs.
- Triangulated findings obtained from various methods to provide recommendations to enhance user experience.
- Engaged in collaborative efforts with cross functional partners to create a holistic end to end user experience for young learners.

#### GoDaddy | Product Designer

*Jun 2022-Aug 2022, Tempe, AZ, USA*

- Refined customer experience by conducting qualitative interviews to identify potential user pain-points for 20+ e-commerce pages.
- Worked on various design phases of multiple projects, including user and Competitive Research, Wireframing, Visual Design, Branding, and various other communication assets.
- Presented recommendations and the new information architecture to the broader e-commerce UX team (15+ members).
- Communicated effective insights across teams to drive alignments, structure research, streamline design ideas, and scale solutions.

#### Radixweb | UX Designer

*Oct 2020-Jul 2021, Gujarat, India*

- Created Critical User Journeys (CUJs), based on workshops to better understand the flows and mental models of the users.
- Responsible for the optimization of the existing information architecture and key in driving the team towards the common goal of seamless experience for users in the existing designs.
- Developed concepts, designed the user interfaces, shaped the visual components, created style guides, and implemented the features for an e-commerce website, leading to 30% website traffic increase.

#### Urvam Technologies | Visual Designer

*Apr 2020-Oct 2020, Gujarat, India*

- Demonstrated analytical decision-making and problem-solving skills when leading the team of 7 through design phases for multiple clients of Urvams.
- Worked on various design phases (discovery to delivery), and communicated the process through wireframes, flow diagrams, storyboards, mockups, and high-fidelity prototypes to the clients.
- Implemented features such as dark mode, auto-animations, and functional prototypes for various projects resulting in a 15% reduction in bounce rate.