Priyanka Thakur

Product Designer/ UX Designer

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Product Designer with **3+ years of experience** and **B.Tech in Computer Science**. Proficient in designing intuitive user-centric interfaces, for mobile applications and websites, through a blend of creativity and technical skills. Passionate about design and up to date with the latest technologies and industry trends.

Work Experience

Snöball | Montreal, Canada   *Aug 2024 - Nov 2024*
UI/UX Designer (Co-op Project)

- **Redesigned** and improved the user interface for **marketing dashboard**, enhancing user-friendliness in **3 weeks**
- Improved accessibility and responsiveness, leading to a **growth in user satisfaction scores**
- Optimized information architecture, reducing task completion time by **30%**
- Collaborated with campaign managers, CEO, and customer service teams to ensure design alignment with user needs

Newlit Technologies | Mumbai, India   *Mar 2022 - May 2023*
UI/UX Designer

- Designed Bedot **mobile app** and website from scratch including branding, wireframes, prototyping and app flow
- **Interviewed users** from 5 different age groups to understand pain-points and build user persona
- Created **design system** for Bedot application and website
- Streamlined onboarding process, reducing user drop-off rates by **20%**
- Designed mobile-first responsive layouts, contributing to growth in app downloads.

Ahimsa India | Mumbai, India   *Dec 2021 - Feb 2022*
Product Design Intern

- Worked with 4 clients to understand their needs and create **Brand Portfolios**
- Designed **marketing materials** including brochures, social media posts, and animations
- Collaborated with senior management and marketing team to ensure brand consistent design

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Freelance Projects

Hilio | Montreal, Canada *Aug 2024 - Present*

- Conducted user surveys to gather insights on user needs, preferences, and pain points, ensuring the platform's design aligns with user expectations for sustainable shopping
- Designed the website using **no-code tools**, creating intuitive user flows and an eco-friendly shopping experience that encourages sustainable lifestyle choices
- Strategically designing, planning and preparing content calendar in alignment with brand objectives

Finshark | Mumbai, India *Jun 2023 - Feb 2024*

- Designed sitemaps, mock-ups, wire-frames, and prototypes for financial education game
- Researched target users of the product and created **user-centric designs**
- Developed **gamification strategies** to simplify complex financial concepts for users
- Designed an engaging user interface, resulting in a **30% increase in user engagement**

Skills

Mobile App Design, Design System, Website Design, Wireframing, Branding, Prototyping, Storyboard, Responsive UI, Interaction Design, Usability Testing, User Experience, User Interface, WCAG, Photography, Videography, Portrait Illustrations, HTML, CSS

Tools: Figma, Adobe AfterEffects, Adobe XD, Sketch, Miro, Canva, Photoshop, Lightroom, Procreate, Wix, Webflow, Flutterflow, AI platforms

Education

North Maharashtra University - B.Tech Computer Science *Sep 2014 - Jul 2018*

Certificates

- Google UX Design Professional Certificate *(Mar 2022)*
- Figma UI/UX Essential Training *(Sep 2021)*