

Priyanka Thakur

Product Designer

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Results-driven Sales Representative with a background in Product Design, bringing a strong ability to understand customer needs, communicate value, and build lasting client relationships. Skilled in problem-solving, negotiation, and leveraging data-driven insights to drive sales growth. Adept at managing projects, organizing tasks, and collaborating with cross-functional teams to achieve business objectives.

Skills

Customer Relationship Management (CRM), Sales and Lead Generation, Communication and Negotiation, Market Research and Consumer Insights, Problem-Solving and Objection Handling, Data Analysis for Sales Strategy, Time Management and Organization, Digital Marketing and Brand Positioning, Painting, Cooking, social media content creator, marketing, photography.

Work Experience

Snöball | Montreal, Canada

Aug 2024 - Nov 2024

UI/UX Designer (Co-op Project)

- Engaged with clients to understand their pain points and provide tailored solutions, improving customer satisfaction.
- Presented design solutions persuasively, enhancing stakeholder buy-in and demonstrating strong negotiation skills.
- Collaborated with marketing and sales teams to align user experience with business goals, increasing engagement rates.
- Managed multiple projects and deadlines, showcasing excellent organization and time management.

Scribble Tales | Montreal

Mar 2022 - May 2023

Founder / UI/UX Designer

- Developed and executed sales strategies to increase product adoption, driving revenue growth.
 - Conducted market research to identify customer preferences and refine marketing approaches.
 - Negotiated with suppliers and business partners to optimize costs and improve profitability.
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Freelance Projects

Hilio | Montreal, Canada

Aug 2024 - Present

- Built strong relationships with business clients, understanding their marketing needs and offering strategic digital solutions.
 - Increased sales by improving brand visibility and optimizing digital campaigns for targeted audiences.
 - Managed customer inquiries, leading to higher client retention and satisfaction rates.
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Education

North Maharashtra University - B.Tech Computer Science

Sep 2014 - Jul 2018

Certificates

- Digital Marketing Certification *(Sep 2021)*
 - Google UX Design Professional Certificate *(Mar 2022)*
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