PRIYANKA AHUJA

Product Designer · UX Research · Design Systems · Accessibility

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SUMMARY

Product Designer with 6+ years taking digital products from research to launch across public sector, environmental fintech, scientific e-commerce and banking, for audiences ranging from 80K+ annual users on 24+ statewide platforms to 1.5M+ global customers.

CORE COMPETENCIES

End-to-end Product Design · Problem Framing & Product Thinking · UX Research & Usability Testing · Design Systems · Interaction & Visual Design · Rapid Prototyping · Data-informed Design (Analytics, A/B Testing) · Accessibility (WCAG) · Cross-functional Collaboration · Front-end Development (ReactJS) · AI-assisted Design Workflows · Mentoring

EXPERIENCE

Web Developer / Designer **Jan 2025 – Present**

University of Wyoming Extension & College of Agriculture — Laramie, Wyoming, USA

24+ statewide digital platforms · 80K+ annual users · Public sector & agriculture

- Lead design and development for 24+ high-visibility platforms across University of Wyoming Extension and the College of Agriculture, serving 80K+ annual users. Act as the primary UX and development authority, defining strategy, architecture, and accessibility, while ensuring platform continuity across distributed teams.
- Built a scalable UX system of reusable layouts, page templates, and content architectures that cut time-to-launch by 34% across major initiatives, including Wyoming State 4-H, Harvest Wyoming, Senior Nutrition Blog, Homestead Conference, Ag & Art Tour, and Wyoming Bee College, all to WCAG standards.
- Leveraged AI-assisted workflows using Claude.ai to audit and restructure large-scale nutrition content, defining taxonomy (categories/tags), improving searchability, and reducing manual content processing time by 100+ hours.
- Ran a 44-response reader survey for UW AgNews (80% of readers 55+, 43% arriving via Google) and used the findings to overhaul the site taxonomy, consolidating 8 categories into 6 and flagging 530+ of 589 tags as unused or single-use to improve findability and SEO.
- Design, build, and ship custom tools, including a livestock gestation calculator in ReactJS, supporting lambing season planning for sheep and goats, and reducing design-to-engineering rework by 32%.
- Led crisis-response product delivery for the Wyoming Emergency Hay Assistance platform after the 2025 wildfires, launching it within 48 hours to match hay donors with ranchers in need statewide (20+ offer and request listings); publicly recognized by the Governor of Wyoming and cited by multiple news outlets.
- Mentor and supervise a web design intern and part-time staff, setting UX and design standards and reviewing deliverables for consistency and accessibility.
- Received the ACE Professional Conference Bronze Award for design and development of the Homestead Conference website, recognized for excellence in digital communications.

Product Designer / Researcher **Apr 2023 – Dec 2024**

Greenstand — Remote, USA

Global tree-tracking & environmental fintech · Accessibility-first design system

- Led product design and research for core workflows (tree capture, matching, monitoring, and verification), shaping end-to-end user flows for globally distributed contributor groups.
- Improved tree planting and monitoring efficiency by 28% with a data-rich web mapping experience that streamlined search, comparison, and decision-making.
- Designed a digital wallet experience for gifting and managing tree tokens, prioritizing clarity and trust to support adoption, Wallet Token App.
- Designed and scaled an accessibility-tested design system, standardizing typography, color, and component patterns across products.
- Supervised 2 part-time team members, providing design direction and feedback.

UX Design / Research Co-op **Jul 2022 – Dec 2022**

The Jackson Laboratory — Bar Harbor, Maine, USA

Enterprise scientific e-commerce · 1.5M+ global users

- Coordinated with diverse stakeholders on user research, requirements gathering, and pain points assessment to enhance the search design for experimental mice and their pricing page, resulting in a 35% increase in user satisfaction.
- Constructed comprehensive user flows for mobile pricing screens for over 1.5M users globally, aligning with business and user goals and enabling users to browse the price of mice on the go conveniently.
- Utilized Maze and Figma to analyze user behavior, informing product requirements and UI designs communicated to senior executives and stakeholders, enhancing user engagement and design efficiency.

UI/UX Designer (Freelance) **Apr 2019 – Jul 2021**

Remote

B2B/B2C manufacturing platform · Building-materials e-commerce

- Owned end-to-end UX and UI for a B2B/B2C manufacturing platform and a building-materials e-commerce client, turning business requirements into production-ready designs.
- Increased conversion by up to 30% by optimizing checkout flows and product discovery, validated through usability testing.
- Ran WCAG accessibility audits and turned findings into prioritized design improvements.

Deputy Manager, Digital Banking **Jun 2016 – Aug 2018**

ICICI Bank — New Delhi, India

Mobile banking & internal financial systems

- Supported UX research and usability testing for mobile banking and internal financial systems, drawing on user feedback, behavioral data, and one-on-one relationships with 350+ clients to find usability gaps.
- Implemented research-driven interface improvements across key user flows, increasing user satisfaction by 36%.

SKILLS & TOOLS

Design: Figma, FigJam, Adobe XD, Illustrator, Axure, Webflow, Miro, Mural

Research & Testing: User interviews, usability studies, A/B testing, contextual inquiry, journey mapping, affinity mapping, thematic analysis, heuristic evaluation, personas; UserTesting, Maze, Pendo

Data & Accessibility: Google Analytics, Siteimprove, WAVE, WCAG

Development: ReactJS, HTML5, CSS3, Python, SQL, WordPress, Elementor, GitHub

AI Tools: Claude & Claude Design, Figma AI, Cursor, ChatGPT Codex, Replit, Lovable, NotebookLM

EDUCATION

M.S. Information Systems, Northeastern University, Boston, USA	2021 – 2023
MBA, Finance & Marketing, Jaipuria Institute of Management, India	2014 – 2016
B.Tech, Electronics & Communication, United College of Engineering & Research, India	2009 – 2013

AWARDS & RECOGNITION

- Bronze Award, ACE Professional Conference — Homestead Conference website.
- Public recognition from the Governor of Wyoming — Wyoming Emergency Hay Assistance platform; cited across multiple news outlets.

CERTIFICATIONS & MENTORSHIP

UX Design Certificate, Google	2021
Enterprise Design Thinking Practitioner, IBM	2022
Mentor, UXPA (User Experience Professionals Association)	2025 – Present
Mentor, ADPList	2026 – Present