Priyanka Ahuja

User Experience Designer

Experienced Designer with over 3 years of expertise in merging design principles with user behavior insights to create user-centric designs.

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EXPERIENCE

User Experience Designer/Researcher | Greenstand, Anchorage
April 2023 - Present
- Led creation of style guide unifying typography, color palette, logo usage, and imagery for consistent brand representation, boosting brand recognition by 20% and enhancing user engagement by 15%.
- Designed a user-friendly wallet app for gifting "tree tokens," a novel way to promote eco-conscious behavior and social impact.
- Increased efficiency in tree planting & monitoring by 28% with a user-centered web map application. Designed an intuitive web map to address user pain points in searching & comparing tree growth data.

UX Design/Research Co-op | The Jackson Laboratory, Maine
July 2022 - Dec 2022
- 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.

UX Designer/Researcher | Freelance, Remote
April 2019 - July 2021
- Boosted website conversion rates by 22% for various clients through user-centric design, including a 30% increase for an e-commerce site by redesigning the checkout process.
- Ensured inclusivity and accessibility by implementing designs compliant with WCAG standards, optimizing user experience, and broadening audience reach.
- Fostered collaborative relationships with clients to align design strategies with their business objectives, resulting in successful project outcomes and positive feedback.

Deputy Manager | ICICI Bank, New Delhi
June 2016 - Aug 2018
- Conducted extensive user research with the UX team, comprising interviews and usability testing, to identify users' pain points in mobile banking software, resulting in a 20% increase in user satisfaction.
- Delivered tailored services to over 350 mapped customers by cultivating strong relationships and gaining deep insights into their needs, particularly investment and loans.

EDUCATION

Master of Science | Northeastern Univ., Boston
Sep 2021 - Dec 2023
Information Systems- User Experience Design

Master of Business Admin. | Jaipuria Inst.,India
June 2014 - May 2016
Finance & Marketing

Bachelor of Technology | U.P.T.U., India
Sep 2009 - Aug 2013
Electronics & Communication Engineering

TECHNICAL EXPERTISE

Research & Evaluation Methods

User Research	Usability Testing
User Interviews	A/B Testing
Research Synthesis	Affinity Mapping
Contextual Inquiry	Thematic Analysis
Competitive Analysis	Empathy Mapping
Cognitive Walkthrough	Surveys
Heuristic Evaluation	Mind-mapping
Persona Generation	Journey Mapping

Design Methods

Ideation	Sketching
Information Architecture	Prototyping
Interaction Design.	Storyboarding
Wireframing	Visual Design

Tools   Technologies

Tools	Technologies
Figma	Java
Adobe XD	Javascript
UserTesting	HTML5
Webflow	CSS3
WordPress	SQL
Mural Miro	
Pendo Maze	

CERTIFICATES

Google UX Design
IBM Enterprise Design Thinking Practitioner
Auditing Design Systems for Accessibility