

Priyanka Kadam

New York City, NY | 00priyankak@gmail.com | [LinkedIn](#) | [Portfolio](#)

UX designer leveraging data insights and empathy to craft impactful design solutions with 3 years of experience.

EXPERIENCE

CX By Design (CXBY)

New York, NY

User Experience Designer

July 2024 — Present

- Designed a comprehensive research plan involving interviews with 2 CXBY stakeholders, market research, and competitor analysis to uncover critical insights into CXBY's goals and challenges, and developed a toolkit projected to increase engagement by 30% and reduce outreach time by 45%.
- Optimized wireframes for a high-impact section of a premium subwoofer company website, utilizing user research to align with customer intentions, resulting in a 70% reduction in development time and resources.
- Conducted a competitive analysis and survey with 15 stakeholders for a leading resume builder website, transforming research insights into actionable strategies to enhance customer retention, boost conversion rates through the landing page, and reduce friction in the user journey.

Shoptaki

New York, NY

UI/UX Designer Intern

June 2023 — September 2023

- Crafted wireframes for the SmartID Mobile App, incorporating features such as facial and voice recognition for user-friendly onboarding, resulting in a 25% improvement in app security and user trust.
- Collaborated with stakeholders and a team of 6 developers to create wireframes, prototypes, and mockups, visually representing user interface designs, modules, functionalities, and web pages, ensuring user-centric designs aligned with business goals.
- Fulfilled 100% of project goals and deadlines in a small tech start-up environment by collaborating with over 3 UX designers to implement project design scopes via conceptual design and progress documentation.

Metaphor Designs

Mumbai, India

Co-Founder & Lead Designer

July 2020 — August 2022

- Established and co-led a thriving design boutique, delivering innovative solutions including visual identity, UI design, packaging design and information architecture to a diverse clientele of over 18 clients.
- Collaborated with cross-functional teams to gather requirements and define user stories for a client website, leading to a significant reduction in unsuccessful search outcomes by 30% and an increase in website leads by 80%.
- Mentored and guided a team of 6+ junior designers, cultivating a growth-focused environment that produced top-notch deliverables.

PROJECTS

Challenge Based Innovation A3 | CERN IdeaSquare, Switzerland

September 2023 — May 2024

- Developed innovative solutions using design methodologies such as the double diamond to address societal needs beyond 2030, specifically targeting UN Sustainable Development Goal 12: Responsible Consumption & Production.
- Leveraged deep technology from CERN and ATTRACT EU, collaborating with a diverse team of 4 to devise a 5 part solution for procuring small debris and CubeSats, aimed at leveraging these resources for future space manufacturing endeavors.
- Led visualization efforts by conceptualizing immersive museum experiences that simulate being amidst space debris, to raise awareness and shift stakeholder mindsets.

EDUCATION

Pace University, Seidenberg School of Computer Science and Information Systems

New York City, NY

Master of Science in Human Centered Design | Concentration: UX Design & Research | GPA: 4.0

May 2024

Ecole Intuit Lab

Mumbai, India

Diploma in Visual & Communication Design

December 2020

University of Mumbai

Mumbai, India

Bachelor of Mass Media (BMM) | Concentration: Advertising

April 2018

SKILLS

Tools: Figma, Adobe XD, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Miro, Qualtrics, Optimal Workshop

Methodologies: User Experience Design, User Interface Design, User Research, Visual Design, Wireframing and Prototyping, Information Architecture [Card Sorting & Tree Testing], User Interviews, Usability Testing, Thematic Analysis, Cognitive Walkthroughs, Heuristic Evaluation, Affinity Diagrams, User Flows, Interaction Design [IxD], Web Design, Sitemaps, User Stories, Design Systems.