PRIYANKA KADAM

New York City, NY | 00priyankak@gmail.com | (201) 509 2179 | LinkedIn | Portfolio

UX professional leveraging data insights and empathy to craft impactful design solutions with a 3 year of experience.

EXPERIENCE

User Experience Design Intern | Shoptaki, New York, NY   June 2023 — September 2023

- Crafted wireframes for the SmartID Mobile App, seamlessly incorporating features such as facial and voice recognition for user-friendly onboarding, resulting in a 25% improvement in app security and user trust.
- Communicated design decisions to stakeholders and a team of 6 developers through user flows and personas, ensuring cohesive understanding and alignment.
- Fulfilled 100% of project goals and deadlines by collaborating with 3+ UX designers on the team to implement project design scopes via conceptual design and progress documentation.
- Surpassed performance expectations, leading to a 20% increase in productivity and task accomplishment.

Co-Founder & Lead Designer | Metaphor Designs, Mumbai, India   July 2020 — August 2022

- Established and co-led a thriving design boutique, delivering innovative solutions including visual identity, UI design, packaging design and brand strategy to a diverse clientele of over 18 clients.
- Revamped website design and information architecture for a major client, reducing unsuccessful search outcomes by 30%, increasing traffic to neglected pages, and boosting website leads by 80%.
- Spearheaded potent business development initiatives, and managed key client relationships adeptly, handling feedback loops and ensuring utmost client satisfaction.
- 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, Geneva, Switzerland   September 2023 — Present

- 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 solution for procuring small debris and CubeSats, aimed at leveraging these resources for future space manufacturing endeavors.
- Led the visualization aspect of the project, conceptualizing immersive experiences such as real-time projection of space debris on New York City Subway train ceilings, contributing to heightened awareness and fostering a shift in mindset among stakeholders.

EDUCATION

Pace University, Seidenberg School of Computer Science and Information Systems   New York, NY
Master of Science in Human Centered Design | Concentration: UX Design & Research | GPA: 4.0   May 2024

École Intuit Lab   Mumbai, India
Diploma in Art Direction   December 2020

SKILLS

Tools: Figma, Adobe XD, 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

CERTIFICATIONS

Foundations of Digital Marketing & E-commerce | Google   November 2023
Introduction to Psychology | Yale University [Remote-Coursera]   January 2022