Priyanka Kadam

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EXPERIENCE

UX Designer | CX By Design (CXBY)   New York, NY| July 2024 — Present

- Led UX design for MedImpact (20M+ members), creating a unified platform experience to improve usability, loyalty, and market competitiveness.
- Defined intuitive product navigation using card sorts, tree testing, and IA modeling; collaborated on the initial design system to support scalable and consistent UI development.
- Designed wireframes and reusable UI components, such as navigation menus and search interactions, for the unified platform, streamlining user journeys and establishing consistent design patterns.
- Redesigned wireframes and optimized information architecture for an e-commerce platform, aligning user flows and navigation with research data and user intentions, resulting in a 30% improvement in task efficiency and a 55% increase in sales.
- Developed high-fidelity prototypes to validate interaction design and ensure usability, leading to a 25% reduction in iteration cycles and smoother handoffs to development.
- Led user acceptance testing (UAT), validating functionality against business requirements and ensuring a seamless user experience, which reduced post-launch issues by 40%.
- Conducted heuristic analysis and accessibility audit on an AI SaaS platform using WCAG guidelines, identifying usability issues & recommending UX improvements, leading to a 15% increase in engagement & enhancing the experience for 1.5 million+ users.
- Collaborated with stakeholders to translate research findings into a prioritized design roadmap, improving user flow and boosting subscription rates by 20%.

UX Designer | Shoptaki   New York, NY | June 2023 — September 2023

- Crafted interactive prototypes in Figma to test and validate design concepts with stakeholders, improving stakeholder understanding of functionality and reducing feedback cycles by 25%.
- Established design sprints in an agile start-up environment with 3+ UX designers, streamlining workflows and reducing project completion time by 15%.
- Created UX documentation and annotated wireframes to support design decisions, improving cross-team alignment and reducing revision cycles during development by 35%.

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

- Spearheaded end-to-end UX strategy for 18+ B2B and B2C clients—crafting sitemaps, user journeys, and wireframes in Figma, resulting in a 35% increase in user task completion rates and brand consistency across digital platforms.
- Refined information architecture and restructured navigation for a content platform using card sorting, reducing failed search outcomes by 30% and increasing customer acquisition by 80%.
- Designed high-fidelity prototypes for the platform, incorporating affordances and signifiers to enhance content discoverability, resulting in a 45% increase in time spent on the platform and a 20% reduction in bounce rate.

SKILLS

Tools: Figma, Sketch, Adobe XD, Photoshop, Illustrator, Miro, Qualtrics, Optimal Workshop, Hotjar, Typeform, Mural
Methodologies: User Flows, Journey Mapping, Storyboarding, Visual Design, Advanced Prototyping, Interaction Design (IxD), WCAG Compliant Digital Accessibility, Sitemaps, User Acceptance Testing, QA Testing, Usability Testing [SUS, CSAT, NPS], Cognitive Walkthroughs, Heuristic Analysis, User Interviews, Qualitative & Quantitative Analysis, Card Sorting, Tree Testing, Thematic Analysis, Design Systems, Affinity Mapping, Competitor Analysis, User-Centered Design, Systems Thinking, Agile
Programming Languages: Basic HTML, CSS

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