

RAINY PRIYA

SR. UI UX DESIGNER

6+ Years of Experience



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ABOUT ME

For over 6 years, I've been obsessed with the 'why' behind the click. As a Senior UI/UX Designer, I don't just build interfaces; I design digital conversations. By blending behavioral psychology with clean aesthetics, I transform complex problems into seamless journeys that feel like second nature to the user. I also have basic knowledge in HTML/CSS.

My mission is simple: to create products so intuitive they feel invisible, and so beautiful they're impossible to ignore."

EXPERIENCE

2022 - Present

Sr. User Experience Designer

MAQ Software (Redmond, US)

- Led the UX strategy and execution for B2B and B2C products with a combined user base of over 2M+, increasing customer satisfaction scores by 30% over two years.
- Collaborated closely with product managers, engineers, and data analysts to define user journeys, design requirements, and success metrics.
- Championed a design system that reduced design debt and improved development handoff efficiency by 40%.
- Mentored junior designers and facilitated UX workshops across teams to foster a design-thinking culture.
- I have spearheaded projects for prominent clients such as PepsiCo, Staples, Microsoft, and many more delivering influential software solutions and Power BI reports.

2021 - 2022

User Experience Designer

Utilize Core (New York, US)

- Spearheaded the development of new platform workflows, crafting wireframes and user paths for upcoming features.
- Utilizing design systems, I've translated concepts into high-fidelity designs and provided thorough documentation for seamless implementation by engineers.
- I've also adeptly validated new ideas through rapid prototyping and A/B testing.

2020 - 2021

Product Designer

Internshala (Gurugram, India)

- Contributed in creating features and screens in mobile app and desktop app for Internshala after doing market research and analysis.
- Learned how to work pixel perfect designs and implement in app that's been used by end users.
- Worked closely with business team to get requirements and create interfaces out of it. also worked as visual designers to create campaign structures and assets for the same.

2019 - 2020

Visual Designer

EazyApp (Delhi, India)

- Began my Android app development journey by creating an internal team app.
- Additionally, supported marketing efforts through collateral design.
- Moreover, improved an existing app's user experience by conducting thorough user research, interviews, and surveys, gathering valuable insights.

EXPERTISE

Adobe Suite



Figma



Sketch



Microsoft Office



Axure RP



InVision



SKILLS

Design Principles



Communication Skills



Collaboration



Empathy



Problem Solving



Research



EDUCATION

2020 - 2021

UI/UX Course

[Interaction Design Foundation](#)

Learned the entire spectrum of UX design.

2016 - 2020

Bachelors in Designing (Fashion Communication)

[National Institute of Fashion Technology](#)

Program primarily focuses on four major domains i.e., Visual, Design, Research & Development, Fashion Media and Fashion Thinking, and the related genres of these major areas, using hand and digital skills through knowledge, application and practice based approach.