



# Priyanka

## Product Designer

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As a Product designer with more than 3 years of professional experience, I am dedicated to crafting visually appealing and user-centric interfaces that seamlessly blend aesthetics with functionality. My expertise spans the entire design process, from conducting user research and creating interactive prototypes to delivering polished UI designs.

## Experience

### How Does It Matter - Lead Product Designer

April’24 - Present

#### CureBay

CureBay is transforming healthcare access in India’s rural and underserved regions.

Leading the design of key use cases for CureBay’s app, including medical report scanning, an AI-enabled lab report analyzer, and health history. Additionally, I’m designing flows for other services like medicine purchases, doctor consultations, vital tracking etc

#### Vidyut Tech

Vidyut Tech caters to electric vehicle fleet owners by providing them with financing and ownership plans.

Improving the sales app of Vidyut Tech which includes redesigning some of the key flows like vehicle loan application and subscription, field investigation, etc

#### Starpentar

Starpentar is an upcoming startup in India offering AI-powered interior design services.

Designed the entire web-based flows, covering use cases such as onboarding, login processes, generating customizable home designs, product checkout, idea collections, and more.

### Mosaic Wellness - Product Designer

November’22 - March’24

Mosaic wellness has 3 brands called manmatters, BeBodywise and LittleJoys, each for men, women and kids respectively. Manmatters and BeBodywise deal with elective health issues for men and women like hair, skin etc and provides them products which can solve these issues. Littlejoys has products for kids from 2-12 years of age. They sell healthy products for kids which also help in immunity boosting and growth.

#### Created the design library of BeBodywise

Established a comprehensive design library for BeBodywise, serving as a centralised resource for design elements, components and guidelines which helped to reduce design time by 40%

#### Redesigned self assessment form for manmatter & BeBodywise

Successfully redesigned self-assessment forms of Man Matters and BeBodywise, allowing users to self-check the intensity of their elective health issues.

Achieved an impressive (15-55%) improvement in overall metrics related to form submission rates.

The improved form submission rates directly contributed to enhanced doctor consultation rates, leading to increased purchases

#### Introduced mini-assessment feature for manmatters, BeBodywise and LittleJoys

Pioneered the introduction of a mini-assessment feature for ManMatters, BeBodywise and LittleJoys, allowing users to answer a concise set of questions for a personalised experience with a completion rate of 80%

#### Redesigned Product Display Pages of manmatters, BeBodywise and LittleJoys

Led the redesign of product display pages of ManMatters, BeBodywise and LittleJoys, covering various usecases and product categories to ensure a comprehensive user experience.

Conducted a thorough user study, including interviews with users, to gather valuable insights into user preferences, pain points and behaviours related to product browsing and selection.

#### Redesigned the Home Page of BeBodywise

Led the redesign of BeBodywise’s homepage to align with the campaign’s branding and promotional goals.

### Mountain Studio - UIUX Designer

February’21 - September ‘22

#### Pinelabs

Pinelabs is one of India’s leaders in Fintech, with many payment products across online and offline space. Over last 23 years, they have established over 550K merchant touchpoints and built credibility as a major payments provider.

Revamed Pinelab’s merchant portal to make the data structure uniform and features more accessible and easier to use.

#### LOCO

Loco has been a pioneer in the live game streaming and esports sector in India, paving the way for gaming to go from a niche hobby to a mainstream national interest.

Designed multiple features for live game streaming product (such as the slot machine and Streamer Health) to attract new users and improve the experience for existing streamers.

#### Flyo

Flyo introduced a novel concept in Bengaluru’s fast-paced e-commerce scene: delivering premium products within an hour.

Designed and developed an e-commerce application from the ground up, creating user journeys, wireframes and UI.

#### Buzzily

Buzzily, powered by industry giants Quess and Allsec, is an HR management and payroll app designed to streamline workforce operations. It digitizes all people-related tasks, enabling SMEs to unlock growth potential while allowing employees to manage their information, fostering a culture of trust.

Was responsible for designing its website and mobile app. My task included UI/UX enhancements, building design systems—and adding some new features too.

### Freelancer - UIUX Designer

June’20 - January’21

### GIC Housing Finance Ltd. - Credit Analyst

March’14 - August’20

## Tools



## Qualification

### UIUX Design

PGP (Online), University of Texas  
DesignBoat UI/UX School, Bangalore

### PGDM-Finance

Chandragupt Institute of Management,  
Patna

### B.Com Hons

Patna Women’s College