PRIYANKA KUMARI

SENIOR PRODUCT DESIGNER (UI/UX) | UX CONTENT STRATEGY | ENTERPRISE SAAS

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PROFESSIONAL SUMMARY

Senior Product Designer (UI/UX) with 8+ years of experience leading end-to-end User Experience Design (UX) and User Interface Design (UI) — from user research and design thinking through interaction design, visual design, and developer handoff — for enterprise SaaS and healthcare applications. Specializes in DesignOps, token-based Atomic Design Systems, AI-first UX workflows, and WCAG 2.2 inclusive design, with parallel depth in UX writing and content strategy across UX copy, terminology, and content models. Experienced in 0-to-1 product design, design systems governance, cross-functional collaboration, and stakeholder management for North American, Middle American, and global enterprise audiences.

CORE COMPETENCIES

User Experience (UX) & User Interface (UI) Design: User Research, User-Centered Design, Design Thinking, Interaction Design, Visual Design, Information Architecture, User Flows, Wireframing (Low- & High-Fidelity), Responsive Design, 0-to-1 Product Design, Design Strategy

Design Systems & DesignOps: DesignOps, Atomic Design Systems, Design Tokens, Component Libraries, Figma Variables & Auto Layout, Style Guides

Content Design & Strategy: UX Writing, Content Strategy, UI Text & Terminology, Content Models, Voice & Tone Guidelines, First-Run Experiences, Contextual Assistance, Help Documentation

Accessibility: WCAG 2.2, Inclusive Design, Screen Reader Testing, Color Contrast, ARIA Labels

Research & Validation: User Interviews, Usability Testing, A/B Testing, In-Product Experiments, Analytics & Metrics

Collaboration & Leadership: Cross-Functional Collaboration, Stakeholder Management, Design Critiques, Mentorship, Design Leadership, Agile Delivery

Tools & Technology: Figma, FigJam, Adobe XD, Sketch, ProtoPie, Photoshop, Storybook, Webflow CMS, Miro, Maze, Notion, Jira, HTML, CSS, React, Framer, Generative AI Tools (Claude, ChatGPT, Gemini, Cursor, Antigravity), MS Office

PROFESSIONAL EXPERIENCE

Quess Corp (Client: AB InBev) | *Senior Product Designer (UI/UX)* **May 2026 – Aug 2026**

Global social-listening and response platform

- **Directed 0-to-1 UX strategy and end-to-end product design for a multi-brand enterprise social-listening platform**, as measured by full stakeholder alignment across Product and Engineering spanning North America, Middle America, and Europe, by leading discovery, user-centered design, and cross-functional collaboration on MVP scope, workflows, and design decisions
- **Delivered role-based information architecture and interaction design for four enterprise user tiers (Community Manager, Supervisor, Admin, Super Admin)**, as measured by streamlined admin workflows and task flows adopted across the platform, by designing wireframes, dashboards, and high-fidelity prototypes in Figma
- **Structured data-dense dashboard modules for real-time queues, sentiment distribution, and AI-assisted response management**, as measured by simplified multi-action workflows — review, reply, assign, snooze, escalate, resolve — for community management teams, by applying visual design and design system thinking to filters, statuses, and states
- **Strengthened UX writing and content design across action labels, status language, alerts, and response guidance**, as measured by consistent terminology adopted in handoff documentation and interaction specifications, by producing personas, journey maps, and reusable design patterns, and managing stakeholders across global teams

Clinisys India | *Senior UX/Product Designer* **Jan 2023 – Feb 2026**

SPM and WorldCare enterprise healthcare products

- **Increased usability scores by 45% across complex legacy clinical products**, as measured by user research and usability testing outcomes, by leading UX architecture, design thinking, workflow redesign, and iterative interaction design modernization
- **Built and scaled a token-based Atomic Design System in Figma across 3 core healthcare products**, as measured by consistent design system components, variants, and responsive patterns reused enterprise-wide, by architecting semantic design tokens, Auto Layout, and component libraries, and establishing DesignOps practices for WCAG 2.2 inclusive design standards
- **Delivered end-to-end product design for data-rich clinical interfaces**, as measured by shipped wireframes, high-fidelity prototypes, and developer handoff documentation across the product suite, by applying user-centered design, information architecture, and UX writing across user stories, acceptance criteria, and UX specifications
- **Strengthened cross-functional collaboration across Agile healthcare product teams**, as measured by design rationale adopted through functional, editorial, and visual QA reviews, by partnering with product managers, business analysts, architects, engineers, and researchers through implementation

Erelego Technologies Pvt. Ltd. (ETPL) | *UI/UX Designer* **Jul 2022 – Dec 2022**

Enterprise SaaS dashboard modernization

- **Increased positive user feedback by 40% and reduced bounce rates by 20% on data-heavy enterprise SaaS dashboards**, as measured by usability and analytics benchmarks, by conducting user research, workflow analysis, A/B testing, and iterative user-centered design
- **Reduced developer handoff time by 40%**, as measured by streamlined design-to-development workflows, by building semantic design tokens, reusable responsive components, and a scalable component library in Figma using Auto Layout, interactive prototyping, and design specifications
- **Improved team delivery velocity by 30%**, as measured by faster design review and implementation cycles, by mentoring junior designers in design systems, component reuse, prototyping, and design leadership practices across Webflow CMS and client-facing SaaS products

Tata Consultancy Services (TCS) | *UI/UX Designer* **Jul 2017 – Oct 2021**

Banking and insurance B2B portals

- **Delivered secure, responsive design for B2B banking and insurance enterprise portals**, as measured by successful translation of complex policy and business requirements into shippable interfaces, by applying information architecture, visual design, and user flows across wireframes, data visualizations, and high-fidelity interfaces
- **Validated design requirements and interface treatments**, as measured by stakeholder and usability testing sign-off ahead of development, by building interactive prototypes in Adobe XD and Figma and presenting design rationale to client and internal stakeholders
- **Supported Agile delivery across cross-functional teams**, as measured by consistent design QA and interaction-behavior documentation, by collaborating with business analysts, UX researchers, architects, developers, and product stakeholders on flows, specifications, and trade-offs

AI-ASSISTED RAPID PROTOTYPING PROJECT

Responsive Portfolio and Coded Case Studies

- **Translated UX requirements and content structures into responsive coded prototypes and case-study pages**, as measured by faster validation cycles for design and content decisions, by using generative AI tools (Claude, ChatGPT, Gemini, Cursor, Antigravity) alongside Figma, HTML, CSS, and React
- **Refined content clarity, accessibility, and design-system consistency across published prototypes**, as measured by reviewed and iterated generated output before publishing, by defining prompts and acceptance checks and applying prompt engineering to responsive behavior, hierarchy, and components

DOCUMENTATION EXPERIENCE

Creates research notes and findings, personas, journey maps, information architecture, process and task flows, wireframes, prototypes, copy treatments, usability findings, design rationale, term lists, user stories, acceptance criteria, UX specifications, component anatomy and states, design-token and design-system guidance, accessibility requirements, content models and types, style and brand-voice guidance, help-oriented content, developer handoff notes, and functional, editorial and design QA records. Maintains documentation with Product and Engineering through review, implementation, and iteration.

EDUCATION AND CERTIFICATION

B.Sc. Chemistry (Hons.) | J.P. University | 2012–2015

Google UX Design Professional Certificate | Coursera

Portfolio evidence: Product case studies, UX writing, content guidance, and design-system documentation samples.