

# PRIYA LAROIYA

SENIOR PRODUCT DESIGNER

[Portfolio link](#)

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Bengaluru, India

## WORK EXPERIENCE

### Senior UX Designer / Myntra

APRIL 2022 - PRESENT / Full-time, hybrid

Designed an end-to-end review incentivization experiment that helped the business achieve over **100,000** reviews per day.

Redesigned Insider, Myntra's loyalty program home page, to enhance **user engagement and the overall program's value proposition**.

Designed Insider's trial pack program that helped us **enroll 200,000 new users** in one week.

Collaborated in UX implementation & launching of a review summarisation **generative AI feature, boosting review readership**. This contributed to lower return rates.

Teamed up with the tech and product teams to develop our **top five 2023 Hackathon idea**. Now in MVP phase 1, **it aims to reduce platform costs and scale our user generated content** efficiently.

Tasked with sub-managing various charters involving **context switching**, such as New product page, User Generated Content (UGC), Home page.

### UX Designer / Uvi Health

SEPT 2021 - APRIL 2022 / Full-time

Designed Uvi Health's PCOS app in India, achieving the **top ranking as the No. 1 PCOS app** in the Google Play store in December 2023.

Initiated UX-led efforts, streamlining the booking process and contributing to the organization's success by **increasing monthly bookings from 68 to 749 in just one month**.

Created a design language spanning both website and app interfaces, through close collaboration with cross-functional teams and extensive research to ensure alignment with business objectives and user needs.

### Communication Designer / IKEA, India

MAY 2018 - AUGUST 2021 / Full-time

Led redesign of consumer-facing shop pop-up homes, **surpassing daily targets with a turnover of one crore**.

Collaborated with the **Scandinavian design team on YouTube Ad in 2019**, implementing solutions for the successful 'Make Space for Everyone' campaign.

Built essential client connections by offering design solutions that met needs without compromising quality or design intent, leading to **weekly project sales of ten lakh rupees each**.

## EDUCATION

2011-2014 | B.SC

LADY IRWIN COLLEGE, DU

2014-2016 | M.DES

FDDI, NOIDA

2020-2021 | UX/UI

SPRINGBOARD, U.S. (REMOTE)

## SKILLS & COMPETENCIES

Problem solving  
Critical thinking  
Receptiveness to feedback  
Context Switching  
Team Collaboration  
3D Modelling

## TOOLS

Figma  
After effects  
Spline  
Blender

## AWARDS

2023 & 2022

SPOT AWARD, MYNTRA