

Priya Laroiya

UX/UI Designer

As a designer, I find it extremely fulfilling to be able to solve problems and bring a client's idea to reality. I get a lot of satisfaction from witnessing a piece of work evolve from concept to design.

Design Projects

Uvi Health

Sep 2021 – Present

Live Product on Google Play & IOS — Present

Building mobile and web platform to simplify healthcare regime for women living with chronic, sexual, and reproductive health disorders. Users get an end-to-end experience from diagnosis, specialist consults, and lifestyle modifications.

Savr : recipe app

Dec 2020 – Dec 2020

Design Sprint Project — 5 days

Redesigned the Savr app to incorporate user feedback around to simplify recipes and techniques.

IKEA : Home furnishing web application

Aug 2020 – Nov 2020

Capstone Project — 4 months

Redesigned IKEA's existing web experience to assist customers in making a smooth and hassle-free purchasing decision by gathering data. Main features have been improved to make the shopping experience more efficient.

Work Experience

UX/UI Designer

Sept 1 – Present

Uvi Health

- Ideate and implement solutions that overlap customer needs, design and technology. Collaborating with team on the design process from concept exploration to implementation with effective storytelling techniques

- Partner with engineering and product team to identify and address user needs for a wide variety of users.

Interior Designer & Graphic Designer

July 2019 – Aug 2021

IKEA India

- Collaborated and implemented design solutions with the Scandinavian design team for YouTube AD 2019, to launch the 'Make space for everyone' campaign.

- Led, mentored and aided in the redesign of shop pop-up homes on a consumer-facing platform, which resulted in exceeding our daily targets of one crore.

- Built vital client connections by providing design solutions that addressed needs without compromising quality or design intent, resulting in weekly sales of ten lakh rupees for each project.

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Bengaluru, India 

Education

UX/UI Design Career Track

Springboard

Aug 2020 – July 2021

M.DES CAD/CAM

FDDI, Noida

July 2014–July 2016

Skills & Competencies

Research

Storyboarding

Wireframing

Prototyping

User interviews and testing

Team collaboration

Diligent listener and persuasive speaker

Tools

Figma

Sketch

Invision

Moqups

Illustrator

Principle

Portfolio

<https://priylaroiya.github.io/>