

Work Experience

Senior UX/UI Designer, Studio & Insider

April 2022 - Present

Myntra

- Responsible for Myntra's Insider : loyalty program, leading a recent experiment that yielded a **notable revenue increase of 1.08%** and a surge in enrollment of 2 lakh new users within a week.
- Design & Documentation : Responsible for overseeing Myntra's design language library, **critical components widely utilised** across our mobile & web applications.
- Accountable for the social commerce aspect of Myntra, I conducted **weekly usability experiments** aimed at enhancing the user experience, with a particular emphasis on conducting extensive research.
- Developed and executed design strategies** aligned with business objectives and user needs for both Insider and Studio within the Myntra app.
- Collaborating with cross-functional teams** such as product managers, engineers, and stakeholders to ensure design goals are aligned with business objectives.

UX/UI Designer

Sept 2021-April 2022

Uvi Health

- Led design team and **successfully launched a PCOS app in India, achieving top ranking** in the Google Play store as of January 2022.
- 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.

Interior Designer & Graphic Designer

May 2018 - 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**.

Senior Visual Merchandiser

July 2016 - April 2018

Landmark group, Homecentre

- Executed merchandising strategies using visual design throughout in opening of 3 stores: Noida, Calcutta, Mumbai.
- Analysed customer flow every month which ensures 80% more visibility leading to 1 crore sale for consecutive 3 days.

Education

UX/UI Design Career Track

Springboard

Aug 2020 - July 2021

M.DES CAD/CAM

FDDI, Noida

July 2014-July 2016

B.Sc

Lady Irwin College

July 2011-July 2014

Skills & Competencies

- Adobe Illustrator
- Adobe Photoshop
- Adobe In-design
- Sketup
- Auto CAD
- Team collaboration
- Diligent listener and persuasive speaker

Tools

- Figma
- Sketch
- Invision
- Moqups
- Principle

Portfolio

https://priylaroiya.github.io/