Priya Laroiya

UX/UI Designer

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Delhi, India 📍

As a designer, I find it extremely fulfilling to be able to bring a client's idea to reality. I get a lot of satisfaction from witnessing a piece of work evolve from concept to design. User-centered solutions, in my opinion, are the most valuable future resources.

Design Projects

Cuku : music app
May 2021 - August 2021
Capstone Project - 4 months

Redesigning the user experience of the music app to offer more features than the freemium model in order to attract more users while also meeting the business needs to monetize the product and create revenue.

Saavr : recpie app
Dec 2020 - Dec 2020
Design Sprint Project - 5 days

Redesigned the Savr app to incorporate user feedback around to simplify recpies 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. Main features have been improved to make the shopping experience more efficient.

Work Exerperience

Interior designer
July 2019 - Aug 2021
IKEA India

• Led, mentored and aided in the redesign of shop pop-up homes, which resulted in exceeding our daily targets of 1 crore.

• Collaborated with Scandinavian design team for YouTube AD 2019, to create our Diwali collection look.

• 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 each project.

Senior Visual Merchandiser
Feb 2018 - July 2019
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 Designer Bootcamp
Springboard
Aug 2020 - Present

M.des CAD/CAM
FDDI, Noida
July 2014-July 2016

Skills & Competencies

Research

Ideating

Wireframing

Prototyping

User interviews and testing

Team collaboration

Tools

Figma

Sketch

Invision

Moqups

Illustrator

Marvel

Languange

English   Hindi   Punjabi