

Katrina Priya

A pragmatic, data-driven designer in tech.

katrina.priya@berkeley.edu

Education

University of California, Berkeley

B.A. Data Science, Emphasis in Cognition

Berkeley Certificate in Design Innovation

Graduating May 2021

Experience

Freelance Product Designer

Sep 2020 – Present

- Designing innovative, user-centered solutions for early-stage startups and nonprofits
- Delivering UX research insights, mobile & web interface prototypes and visual design elements

munch / Co-founder, Product Designer

Oct 2020 – Present

- Leading an agile team of 5 through an iterative design thinking process to create an intuitive MVP
- Crafting wireframes and prototypes based on user insights from interviews & social media research

Creitive / UX Design Intern

May 2020 – July 2020

- Conducted market and user research for expanding digital payments in the US
- Presented my digital wallet design recommendations and research to Creitive's CEO

Cisco / Data Science Intern

May 2019 – Aug 2019

- Deployed a keyword extraction machine learning model to suggest answers for new support cases
- Produced AI-driven insights for 8,000 Cisco-related social media posts

Portfolio:

katrinapriya.com

LinkedIn:

[/katrinapriya](#)

GitHub:

[/katrinapriya](#)

Skills

Design

Figma, Adobe Creative Suite

Visual Design, Prototyping, User Research & Testing, Accessibility

Technical

HTML/CSS, Python, Java, SQL

Strengths

Leadership, Design Thinking, Art, Public Speaking, Storytelling

Languages

English, Hindi, Spanish

Awards

SkyDeck HotDesk Incubator

Winner / Dec 2020

Chosen for SkyDeck's selective startup incubator through a winning pitch with munch

Big Ideas Innovation Contest

Finalist / Jan 2020

Placed in top 5% of global entries of a social impact design contest

NCWIT Aspirations in Computing

National Runner-Up / Mar 2017

3x recipient at national & state levels for achievement and leadership in technology