

# Katrina Priya

Product Designer with a foundation in data science & software.  
katrinajpriya@gmail.com

## EDUCATION

### University of California, Berkeley

B.A. in Data Science, Certificate in Design Innovation '21

Coursework in data and computer science, cognitive science, entrepreneurship, and design

## EXPERIENCE

### Product Designer, Unqork

Nov 2021 - Present

- Leading the design vision for no-code logic at scale, slashing time-to-value from months to weeks. Owning E2E flows, facilitating cross-functional workshops, and conducting research.
- Spearheaded design of a data-first approach to building apps, introducing data modeling to the platform with 95% adoption.
- Revamped the Unqork Marketplace for improved usability and navigation, resulting in a 35% increase in listings installed.
- Established platform-wide UX writing guidelines, design system UI components, and information architecture (IA).
- Initiated growth & recognition efforts and a mentorship program for 160+ employees, as President of the Women of Unqork ERG.

### Freelance Product Designer

Jun 2020 - Present

- Crafting tailored mobile and web solutions for clients. Focused on boosting engagement and conversions through iterative design, cohesive branding, and compelling UX content.
- Led a startup team of 5 to build a consumer app from ground up.

### Product Design Intern, Unqork

Jun 2021 - Aug 2021

- Designed a platform commenting feature to improve teamwork and productivity. Collaborated cross-functionally on discovery research, user testing, and implementation.

Portfolio:

[katrinapriya.com](https://katrinapriya.com)

LinkedIn:

[/katrinapriya](https://www.linkedin.com/company/katrinapriya)

Medium:

[@katrinapriya](https://medium.com/@katrinapriya)

## SKILLS

### Design

Figma, Adobe CC, Miro

Discovery Research, IA, Diagramming, Wireframing, Product Strategy, User Testing, Visual Design, UX Writing

### Technical

HTML/CSS, Python, Java, Data Analytics

### Behavioral

Leadership, Writing, Empathy, Creative Problem Solving, Shaping Culture, Storytelling

## AWARDS

### Big Ideas Innovation Contest

Finalist // 2020

Placed in the top 5% globally of a social impact contest. Designed an app to connect users to social causes they care about.

### NCWIT Aspirations in Computing

National Runner-Up // 2017

3-time recipient at national and state levels. Awards achievement, leadership, and aspirations of women in technology.