

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 new data-first approach to building apps, introducing data modeling to the platform.
- 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

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.