

Katrina Priya

Product designer with a foundation in data & software.

katrina.priya@berkeley.edu

Education

University of California, Berkeley '21

B.A. Data Science, Emphasis in Cognition

Berkeley Certificate in Design Innovation

Experience

Unqork / Product Designer

Nov 2021 – Present

- Owning end-to-end design & research process for a new data-first approach to building apps in Unqork
- Breaking down highly complex space by transforming user insights into digestible design artifacts
- Redesigned no-code marketplace website for improved usability and 30% more engagement

Unqork / Product Design Intern

Jun 2021 – Aug 2021

- Designed a platform commenting feature and incorporated a new UI design system
- Worked cross-functionally on discovery research, user testing, and design implementation

Global Venture Catalyst / Design Lead

Apr 2021 – Aug 2021

- Established design system, branding guidelines, and design processes, as the startup's first designer

Freelance Product Designer

Sep 2020 – Apr 2021

- Delivered innovative, user-centered mobile & web prototypes, brand elements, and user insights to 5 early-stage startups

Portfolio:

katrinapriya.com

LinkedIn:

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

GitHub:

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

Skills

Design

Figma, Adobe Creative Suite, Miro

Discovery Research, Journey Maps, Flow Charts, User Testing, Visual Design, Branding, Prototyping, IA

Technical

HTML/CSS, Python, Java, SQL

Behavioral

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

Languages

English, Hindi, Spanish

Awards

Big Ideas Innovation Contest

Finalist / Jan 2020

Placed in top 5% of global entries of a social impact design contest; designed app to connect users to social causes they care about

NCWIT Aspirations in Computing

National Runner-Up / Mar 2017

3x recipient at national & state levels for achievement and leadership of women in tech