

Katrina Priya

A pragmatic, user-centered 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

munch / Co-Founder + Head of Design

Oct 2020 – Present

- Leading an agile team of 5 through an iterative design thinking process following lean startup principles
- Utilizing user insights to design an intuitive MVP of a restaurant decision-making app

Creitive / Product 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

Convergent / Design Lead

Jan 2019 – Dec 2019

- Taught UI/UX design principles to 25+ students
- Mentored 4 entrepreneurial build teams as they designed their software products

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 & tweets

Portfolio:

katrinapriya.com

LinkedIn:

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

GitHub:

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