

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

Led team of 5 through an iterative design thinking process to create a restaurant decision-making app. Utilized user testing insights to design an intuitive MVP.

CrelTive / Product Design Intern

May 2020 – July 2020

Conducted UX research for expanding digital payments in the US. Suggested features for a new digital wallet, and designed app's interface.

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 tweets.

Projects

Sayfty / Android App Redesign

A redesign of Sayfty's app to help gender violence survivors easily navigate app features. Personas, journey maps & user tests guided our design decisions.

joinIn / iOS App Design

Solo design project to facilitate social meetups among friends. Used affinity diagramming, wireframes & user interviews to design an interactive high-fidelity prototype.

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

Top team won entry to SkyDeck's highly selective startup incubator; pitched with munch

Big Ideas Innovation Contest

Finalist / Jan 2020

Global contest for designing innovative solutions to real-world social problems

NCWIT Aspirations in Computing

National Runner-Up / Mar 2017

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