

# Katrina Priya

**Product designer with a data & software foundation.**

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](https://katrinapriya.com)

LinkedIn:

[/katrinapriya](#)

GitHub:

[/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