Comprehensive Portfolio: Priya Sharma

Senior Product Designer | Bangalore | NID Alum

1. Executive Summary

I am a Senior Product Designer with over 6 years of experience in the FinTech and EdTech sectors. My expertise lies in translating complex financial data into intuitive, human-centric interfaces. Currently leading a team of four designers at 'FinTech Corp', I oversee the end-to-end design lifecycle of our flagship product, 'PayEasy'. My design philosophy is rooted in the 'Double Diamond' process-discover, define, develop, and deliver-ensuring that every pixel serves a user need. I am passionate about accessibility (WCAG 2.1 AA standards) and believe that inclusive design leads to better products for everyone, not just those with disabilities.

2. Professional Experience

SENIOR PRODUCT DESIGNER | FinTech Corp, Bangalore (2022 - Present)
At FinTech Corp, I spearheaded the 'Cobalt' Design System, a unified library of over 400 components used across 12 different products. This initiative reduced development time by 35% and ensured brand consistency across mobile and web platforms. I also led the redesign of the 'PayEasy' mobile wallet, focusing on the Tier-2 and Tier-3 city user base. By conducting extensive field research in cities like Jaipur and Indore, we identified that users preferred voice-assisted payments over text-based ones. Integrating a vernacular voice bot increased our daily active users (DAU) by 40% within three months.

UX DESIGNER | EduLearn Systems, Pune (2020 - 2022)
Responsible for the student dashboard experience. I introduced gamification elements such as 'Learning Streaks' and 'Knowledge Badges', which resulted in a 15% increase in course completion rates. I collaborated closely with product managers to define the roadmap and worked with engineering teams to ensure pixel-perfect implementation using React and Tailwind CSS.

3. Key Projects & Case Studies

PROJECT ALPHA: The 'Zero-Click' Payment Experience
The challenge was to reduce the friction in bill payments. Traditional flows required 5-6 clicks. My team hypothesized that recurring payments could be automated with a 'single approval' notification. We prototyped this using Protopie and tested it with 50 users. The feedback was overwhelmingly positive, but security concerns were raised. We iterated to include biometric authentication (fingerprint/FaceID) as the approval mechanism. The final launch saw a 90% adoption rate among existing users.

PROJECT BETA: Accessibility Audit for Government Portals
I volunteered as a lead auditor for a state government's citizen services portal. Using screen readers (NVDA and VoiceOver), we identified critical navigation traps that made the site unusable for visually impaired citizens. I authored a 50-page recommendation report focusing on semantic HTML, proper ARIA labels, and high-contrast color modes. The government IT cell implemented 80% of these recommendations, making the portal accessible to over 2 million disabled citizens.

4. Education & Academic Background

MASTER OF DESIGN (M.Des) | National Institute of Design (NID), Ahmedabad (2018 - 2020)
Specialization in Interaction Design. My thesis, 'Empathy in Digital Interfaces for the Elderly', explored how large-font typography and haptic feedback can assist geriatric users in navigating smartphones. This research was published in the 'Journal of Indian Design' in 2020.

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BACHELOR OF ARCHITECTURE | School of Planning and Architecture (SPA), Delhi (2013 - 2018)
While my foundation is in physical space design, I pivoted to digital product design in my final year. My architectural background gives me a unique perspective on 'digital spaces'-I view app navigation as 'wayfinding' and information architecture as 'blueprints'.

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5. Technical Proficiency

DESIGN TOOLS:
- Figma (Advanced): Variables, Auto-layout, Interactive Components.
- Adobe Creative Cloud: Illustrator for vector iconography, After Effects for micro-interactions.
- Prototyping: Principle, Protopie (for high-fidelity sensor-based prototypes).

RESEARCH & TESTING:
- Methodologies: Card Sorting, Tree Testing, Heuristic Evaluation, Contextual Inquiry.
- Tools: Hotjar (Heatmaps), UserTesting.com, Maze.

FRONTEND KNOWLEDGE:
- I am not a developer, but I can read and tweak HTML5/CSS3. I understand the constraints of Flexbox and Grid, which helps me design feasible layouts for developers. I am currently learning basic React to bridge the gap between design and code.

6. Personal Interests & Hobbies

MOUNTAIN TREKKING:
I am an avid trekker. In winter 2024, I completed the Kedarkantha Trek in Uttarakhand. The isolation of the mountains helps me reset my creative process. I apply the 'minimalism' of nature to my design work-stripping away the unnecessary.

SOURDOUGH BAKING:
During the 2020 lockdown, I started baking sourdough bread. It taught me patience and precision-two skills vital for design. I maintain a 4-year-old starter culture named 'Yeasty'.

VINTAGE BOLLYWOOD POSTERS:
I collect hand-painted Bollywood movie posters from the 1970s. My prized possession is an original 'Sholay' poster. I study the typography and color theory of these posters to understand the visual language of mass appeal in India.

7. Philosophy & Roadmap

DESIGN PHILOSOPHY:
I believe in 'Invisible Design'. The best interface is one that the user doesn't notice because it works so seamlessly. If a user has to stop and think 'How do I do this?', the design has failed. I advocate for 'Ethical Design'-avoiding dark patterns that trick users into subscriptions or data sharing.

FUTURE ROADMAP:
My goal for the next 5 years is to transition into a 'Head of Product' role. I want to move beyond the pixels and influence the strategic direction of products. I am also planning to write a book titled 'Designing for Bharat', focusing on UX challenges unique to the Indian subcontinent.