**Priyansh Gandhi** [Website](https://www.priyanshgandhi.com/) | [LinkedIn](https://www.linkedin.com/in/priyanshgandhi/) | Contact: +1 408-784-5549

**Objective** Innovative Senior/Lead Product/UX-UI Designer with 10+ years of experience, skilled in translating complex user needs into intuitive, impactful designs that enhance user experience and drive business success.

**Education**

* **Master in Information Technology and Product Management (Design Management)** Savannah College of Art and Design, September 2017 - April 2019
* **Bachelor in UX/Product Designing** Symbiosis Institute of Design, June 2012 - May 2016

**Work Experience**

**Lead UX/UI Developer, Lithia Motors** Portland, OR, July 2023 - March 2024

* Led a team in transforming the digital experience for employees, focusing on user-centric design and sustainable practices.
* Pioneered a strategic UX overhaul, improving internal tools and workflows, resulting in a 20% increase in operational efficiency.
* Facilitated cross-departmental collaborations, integrating user feedback into the design process to enhance product functionality.
* Initiated and drove a comprehensive digital transformation, directly contributing to a significant uplift in employee satisfaction and retention rates.

**Principal Design/Developer, Walmart Global Tech** Jan 2023 - July 2023

* Orchestrated the end-to-end design process for Wishwall, enhancing microservices visibility and incident management efficiency.
* Established a unified design system for Salesforce, increasing productivity and user satisfaction by 30%.
* Implemented user-centered design principles, significantly reducing error rates and improving user engagement.
* Fostered a culture of innovation, leading a team that delivered cutting-edge design solutions, recognized industry-wide.

**Lead UI/UX Developer, Beachfront Media** San Francisco, CA, April 2022 - Jan 2023

* Conceptualized and executed a state-of-the-art ad platform, streamlining ad booking, customization, and monetization processes.
* Developed a comprehensive design system, promoting design consistency and scalability, which enhanced product adaptability by 40%.
* Led user research and testing, translating insights into design enhancements that boosted user satisfaction by 25%.
* Directed design initiatives for major product features, ensuring optimal functionality and user experience across multiple devices.

**Sr. UI/UX Designer, Top Golf** San Francisco, CA, October 2021 - January 2022

* Innovated a character-driven fantasy golf game, significantly increasing user engagement and in-app purchases.
* Designed compelling user scenarios and onboarding experiences, reducing dropout rates by 15%.
* Collaborated with game designers, ensuring seamless integration of design and game mechanics, enhancing user experience.
* Conducted extensive user testing, utilizing feedback to refine game features and improve overall user satisfaction.

**Sr. Product Designer, Walmart** San Bruno, CA, March - September 2021

* Led the design of an internal job portal, improving real-time job search functionality and user matching accuracy by 20%.
* Developed an intuitive dashboard for employees, streamlining job management and access to company resources.
* Enhanced user experience for job applicants, optimizing the application process and reducing application abandonment.
* Implemented a feedback loop with users, incorporating their insights into continuous design improvements, increasing user satisfaction by 30%.

**Sr. Product Designer, Greendot Bank** Los Angeles, CA, July 2020 - February 2021

* Designed the user experience for the Secured Credit Card feature, leading to a 35% increase in customer acquisition.
* Spearheaded user research initiatives, identifying key user needs and integrating them into product design, enhancing customer loyalty.
* Collaborated with engineering teams to ensure technical feasibility and timely execution of design concepts.
* Drove the design strategy for new banking products, establishing Greendot as a leader in user-centric financial services.

**Securly**

**November 2018-January 2019**

**San Jose, CA**

**UI/UX Designer**

**Role -**

• Designed wireframes and final protoyping screens for the CLASSROOM section of SECURLY by developing multiple user journeys and creating rapid prototypes

• Designed visual illustrations signifying the importance of web-filtering, parental control

* Creating compelling content — websites, videos, graphics, emails etc that played major strategic role to help us figure out how to deliver the right messages to the right audiences.

**UI/UX Designer, PureRED** Pleasanton, CA, June 2018 - September 2018

* Designed wireframes and high fidelity prototypes of digital newsletters on iOS and Android
 • Worked in a fast-paced agile environment with close collaboration between Product, Marketing, and Engineering teams
* Contributed and participated actively in weekly design critiques and learning sessions
* Using industry standard prototyping tools like Sketch and Adobe Xd
* • Designed subscription forms on rWeb and App for our client Demonstrated fluency with Photoshop, Illustrator for visual design and ability to tell a story. Brought multiple stakeholders to the table to understand and solve problems by handling complicated workflows and make them elegant.

**UI/UX Designer, Acetrot** Mumbai, India, June 2016 - August 2017

* Explore complex, ambiguous problem spaces, working with Acetrot’s cross-functional team to understand the opportunity, and then chart a path forward.
* Provide UI/UX design expertise to simplify complex problems in multiple products for various clients
* Led designs end to end from concept, prototyping to high-fidelity execution on Sketch
* Use quantitative data and qualitative feedback to inform the design decisions iteratively.
* Focus on designing internal-facing tools and equal attention on the external customer-facing products.
* Develop an intuitive information architecture that enables user to effectively navigate an expansive set of products and use cases
* Champion consistent design standards alongside an evolving design system and ensure the coded implementations are consistent with designs

**UI/UX Designer, Lifelab** Mumbai, India, September 2014 - June 2016

* Led the design for LifeLab's official website, increasing conversion rates and enhancing user interaction.
* Led responsive web designs for our LifeLab official page to increase the conversion rates by
* designing our business model strategy, highlighting our offerings and business partners.
* Collaborated with the CEO, Product managers and engineers to help define product
* requirements
* and roadmap
* Designed 3 new pages on the website like Solutions page, Donation page and Comic page which
* increased the site visit, client enquiry.
* https://www.life-lab.org/comicbook/
* https://life-lab.org/our-solutions/
* https://www.life-lab.org/donate/
* Created wireframes and conducted user interviews to validate our website design changes.
* https://life-lab.org

**Skills and Tools**

* Proficient in Adobe Creative Suite, Sketch, Figma, InVision, HTML5, CSS3
* Expertise in User Interface, User Experience, Product Design, Visual Design
* Skilled in wireframing, prototyping, user research, responsive web design

**Achievements**

* Recognized for leading design teams to deliver innovative solutions that enhance user experience and drive business growth.
* Successfully integrated user-centered design practices across organizations, significantly improving product usability and customer satisfaction.
* Championed cross-functional collaboration, fostering a cohesive environment that accelerates the design and development process.