**PRIYANSH GANDHI**

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**Education**

**September 2017 - April 2019**

Savannah College of Art and Design

Master in Information Technology and Product Management (Design Management)

**June 2012- May 2016**

Symbiosis Institute of Design

Bachelors in Product Designing

**Introduction** - Hello, I am from California with **9.7**years of experience in the UX/UI/Product design industry. I am intrigued by human behavior and want to create meaningful experiences that positively impact people’s lives.

**Work Experience**

**Precision Technologies Ltd
Feb 2023 - Present
San Francisco, CA**

**Design Sourcing Manager**

* Plan, and implement tactical skills to ensure sourcing talent for the digital design and demonstrate supportive leadership skills to establish themselves as a trusted people partner.
* Design UX talent structure, build a training plan, work with the recruiting team to organize design hiring structure, build a web platform to onboard design candidates, and manage them will they are deployed for their respective project
* Developing our talent acquisition strategy and developing employment brand while providing an exceptional candidate experience.
* Leading UX/UI/Product the Talent Acquisition team in the development and execution of the Company’s sourcing strategy
* Train Candidates to and provide information, knowledge and offer workshops about fundamentals of UX, best UX practices, communication development
* Develop tools and processes to identify and acquire talent to meet the current and future business needs

**Beachfront Media**

**April 2022 - Jan 2023**

**San Francisco, CA**

**Lead UI/UX Designer**

Beachfront is the sell-side ad server built for convergent TV. The technology enables real-time, unified ad serving and monetization across all TV and video endpoints, including connected TV (CTV), set-top box VOD, spot linear, and national addressable television.

· Designing Beachfront Ad Platform for clients that helps to book, customize and monetise ad serving platform

. Creating the new Design system using Figma for the overall BeachFront Media helping them to maintain a design language consistency

. Working on 8 compelling features of the product and ensuring its scalability across responsive devices

. Leading Client Discovery Sessions in collaboration with Business and Product peers as assigned, including facilitating client ideation and alignment to drive actionable outcomes

. Leading initiative-level projects by leading project design definition activities; driving the creation of designs and specs; presenting designs to project and business teams for review; and working with Engineering leads to determine the effectiveness of solutions.

. Driving continuous improvement of User Experience tools, documentation, and process by maintaining a holistic viewpoint when tackling project decisions across the portfolio

. Strategizing & conducting usability testing, and competitive analysis

. Designing models compliance with company policies and procedures and supports company mission, values, and standards of ethics and integrity by incorporating these into the development and implementation of the business plan

**Top Golf**

**October 2021 - January 2022**

**San Francisco, CA**

**Sr.UI/UX Designer**

**Role -**

A fantasy game on app and iPad (Launching in Thanks Giving ) Tee Time Adventures for golfing which is character driven competing with industry standard games like Golf Clash

· Designed the game in three different user scenarios aspects of pre-game and onboarding experience, in-game and post-game experience

· Created hi-fidelity prototypes on figma to ensure collaboration with the game designers and maintained transparency with updaters on Figma to ensure changes in the game are reflected effectively

· Researched and designed characters that are compelling aspects of the game’s monetizing structure

· Designed Settings page of the game that allows the user to control volume, sound, and vibration toggles

· Designed in-game messaging modals and structures to help the player maintain the game flow and follow the storyline of the game

· Designed UI components with low and high poly graphics for app and iPad view on Figma.

· Designed buying modals for user to ensure they can buy credits that help to elevate their levels and gaming experience with minimum run time

· User tested the game builds on android and iOS platform by leveraging online user testing platforms and on-ground user testing by facilitating workshops

· Designed advance level stages of the in-game experience that highly involves the user and offers compelling gaming experience

· Designed 3D golf clubs and low-poly characters in software like Rhino and Unity

· Designed onboarding experience of the game that includes, creating and account and player vs Player experiences

**Walmart**

**March -September 2021**

**San Bruno, CA**

**Sr. Product Designer**

**Role -**

Identify requirements, use cases, and user journeys in partnership with Product and Engineering for Walmart Recruiting Portal

· Designed an in-house job portal for application of jobs which focuses on the location of our users that updates real-time job availability and filters that help them to search jobs according to the applicant’s proficiency and time availability

· Used Figma as a prototyping tool to collaborate with external career portal team and share design decisions. Added re-designed and new assets on Figma with annotated documentation of the Design validation and Design logic

· Designed Internal applications mobile and web dashboard that states their current job, new job openings , company’s organisation chart, Walmart’s benefits and new job transfer

· Use both qualitative and quantitative insights to bring the voice of our users i.e existing employees and new applicants seeking job at Walmart Stores and Supply Chain Center

· Designed the manager’s side of user experience featuring new job listing, current job changes, managing pay roll, updating job requirements and managing and approving job transfers

· Explore and tested divergent ideas while knowing when to bring them all together into an executable vision

· Gather feedback from peers, cross-functional partners, and most of all our users

· Leverage the skills of those around to make the best possible product experience

· Advocated designs by bringing a strong and informed point of view to cross-functional and leadership presentations.

· Deliver the best possible product by collaborating closely with your engineering partners

· Worked cross-functionally with Product, Marketing, and Engineering partners representing design at Podium, providing, and seeking feedback, and participating in feature prioritization and planning.

· Seek out feedback from peers, executives, and customers and apply what you learn to elevate your design solutions.

**Greendot Bank**

**July 2020-February 2021**

**Los Angeles, CA**

**Sr. Product Designer**

**Role -**

Create the most compelling feature of the brand Secured Credit Card for its new launching product Go2Bank Credit/Debit Card

• Designed an end-to-end experience of GO2bank, a Greendot’s product a mobile bank account that offers several premium banking benefits for free to members that receive an eligible direct deposit.

• Designed user flow for Application flow, Card Activation Flow, Payment Transfer flow, Fraud and Error Message Handling flow, manage card, and Setting Credit Limit flow.

• Creating visual components on Figma and incorporating them into the design system ensuring its scalability and design system compliant

Designed branding and marketing collaterals, Landing page enhancement designs

• Led the design vision, designed new features, and overhauled the visual design for the website and marketing. Conceptualized, designed, developed, and launched a cross-platform responsive website based on users’ needs and client’s requirements

• Designed the official landing page highlighting GO2bank product offerings and designed illustrations for the same

• Designed Go2Bank’s Secured Credit feature with multiple flows and use cases like Application for the credit card, Card Activation flow.

• Designed the Credit Score feature with Credit Score viewer, Credit Score application and applying for a new credit card flow.

• Designed Customer acquisition flow to onboard the potential users by making them understand the product’s value proposition

• Designed Direct deposit by performing competitor’s analysis and reduce the deposit run time, by involving necessary UI treatments and visual assets to ensure the user is able to make a deposit better than our competitors UI flow

• Performed Research oriented tasks like Affinity Diagramming, Personal Interview, Expert Interview and User testing tasks like Card Sorting and Shadowing to observe the user behavior on our initial builds to callout the paint points of the user.

• Designed compelling UI assets, Visual assets that is cohesive to the brand guideline which would help the user to understand content better, avoid visual distraction and build a consistency across the product’s ecosystem

• Designed 3D assets of the Go2Bank Credit Card for the POS image, Landing page and home page for web and app

**Walmart**

**August 2019-April 2020**

**San Bruno, CA**

**Sr. Product Designer**

**Role -**

• Designed user journey for Walmart Pay, Item page, and checkout experience for Walmart

eCommerce and Landing page designs for Capital One Walmart Credit Card

• Designed Walmart Pay 2.0 Experience by validating in User testing in Seattle focusing on

Onboarding, Security, PIN setup, and Instructional Screen.

* Designed Walmart Item pages, Product Listing pages (PDP) and Product detail pages (PLP)
by prioritising information and visual hierarchy, user testing the behaviour and nature of understanding content, offers, listing, highlights etc.

•Designed assets for Walmart Pay by creating visuals, and motion graphic animations for

marketing and social and in-store displays.

• Designed checkout experiences for Walmart eCommerce by validating multiple and combined

payment options.

* Partner with development teams and successfully deliver final visual designs, style guides, and complete UI kit.
* Transferred and curated the design library from Sketch to Figma

• Develop and execute visual assets for e-commerce including graphics, static and animated

web banners by utilizing our existing style guides and brand guidelines.

• Designed Walmart Pay touch-free landing page for highlighting “Touch Free checkout

experience” during ongoing pandemic

https://www.walmart.com/cp/walmart-pay/3205993

• Designed landing page for Capital One Walmart Credit Card by focusing on retaining the page

views and conversion rate of users by them applying for the credit card.

https://www.walmart.com/cp/walmart-credit-card/632402

**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.

**PureRED**

**June 2018 - September 2018**

**Pleasanton, CA**

**UI/UX Designer**

**Role -**

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

• 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.

**Acetrot**

**June 2016 - August 2017**

**Mumbai, India**

**UI/UX Designer**

Acetrot is a digital marketing hotshot agency delivering innovative Web Designing, Mobile Application Development and other Digital-related services

**Role -**
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.

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

**Lifelab**

**September 2012 - June 2016**

**Mumbai, India**

**UI/UX Designer**

**Role -**

• 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>

**TOOLS**
Adobe Creative Suite, Adobe Xd, InVision, Figma, Sketch, Jira, Rally

**SKILLS**User Interface, User Experience, Graphic design, Responsive Web Design, Visual Design, User strategy, Information Architecture, Wire-framing, Mock-ups, Prototypes, User Interaction, HTML5, CSS3