Priyanka Ahuja
Product Designer

Experienced Designer/Developer with expertise in merging design principles with user behavior insights to create user-centric products.

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Laramie, WY (Open to relocate)
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EXPERIENCE

Website Designer/Developer | University of Wyoming, Laramie
Jan 2025 - Present
- Designed and developed a livestock gestation calculator using HTML, CSS, ReactJS, improving usability for agricultural stakeholders.
- Built and launched multiple responsive websites—including Harvest Wyoming, Senior Nutrition Blog, Homestead Conference, Ag & Art Tour, Showcase Showdown, and Wyoming Bee College with an interactive bee feature, enhancing outreach and engagement for state programs.
- Redesigned and maintained the University Extension main site and 4H platform, ensuring WCAG compliance and a consistent experience.
- Ongoing: Manage and update 23+ county and program websites continuously improving content structure, accessibility, and visual design to meet evolving user needs.

User Experience Designer/Researcher | Greenstand, Anchorage
April 2023 - Dec 2024
- Developed a style guide rooted in HCI principles and accessibility testing, standardizing typography, color, and imagery for brand consistency and improved user engagement.
- Designed an intuitive wallet app for gifting "tree tokens," balancing usability and functionality to encourage eco-conscious behavior.
- Increased tree planting and monitoring efficiency by 28% with a user-centered web map, streamlining data search and comparison for better decision-making.

UX Design/Research Co-op | The Jackson Laboratory, Maine
July 2022 - Dec 2022
- Conducted user research to identify pain points in experimental mice search and pricing, leading to a 68% increase in user satisfaction.
- Designed intuitive user flows for mobile pricing screens, improving navigation and usability for 1.5M+ global users.
- Utilized Maze and Figma to analyze user feedback through HCI methods, refining designs for better engagement and efficiency. Collaborated with cross-functional teams in an Agile environment, presenting insights to senior executives to drive data-informed decisions.

UI/UX Designer | Freelance, Remote
April 2019 - July 2021
- Increased website conversion rates by 30% for an e-commerce client through user-centered design and checkout optimization.
- Conducted WCAG-compliant accessibility testing, enhancing inclusivity and user experience for ASBPL.

Deputy Manager | ICICI Bank, New Delhi
June 2016 - Aug 2018
- Conducted user research and usability testing for mobile banking software, increasing user satisfaction by 36%.

EDUCATION

Master of Science | Northeastern Univ., Boston
Sep 2021 - Dec 2023
Information Systems- User Experience Design

Master of Business Admin. | Jaipuria Inst., India
June 2014 - May 2016
Finance & Marketing

Bachelor of Technology | U.P.T.U., India
Sep 2009 - Aug 2013
Electronics & Communication Engineering

TECHNICAL EXPERTISE

Tools	Technologies
Figma	ReactJS
Adobe XD	HTML5
UserTesting	CSS3
Illustrator	SQL
Webflow	
Axure	
WordPress	
Mural Miro	
Pendo Maze	

Research & Evaluation Methods

User Research	Usability Studies
User Interviews	A/B Testing
Research Synthesis	Affinity Mapping
Contextual Inquiry	Thematic Analysis
Competitive Analysis	Empathy Mapping
Cognitive Walkthrough	Surveys
Heuristic Evaluation	Mind-mapping
Persona Generation	Journey Mapping

Design Methods

Ideation	Sketching
Information Architecture	Prototypes
Interaction Design	Storyboarding
Wireframes	Visual Design
Mock-ups	Content Design
Motion Design	Graphic Design

CERTIFICATION
Google UX Design
IBM Enterprise Design Thinking Practitioner