Priya Jain

Indiana, Bloomington

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EDUCATION

M.S. In Human-Computer Interaction   *Expected* **May 2025**
Indiana University, Bloomington   **Bloomington, IN**

Relevant Courses: Introduction to HCI/d, Foundations of HCI/d, Experience Design, Interaction Design Methods, Meaning and Forms HCI/d, HCI/D Studio Practice

Bachelor of Business Administration   **May 2020**
The Maharaja Sayajirao University of Baroda   **Vadodara, India**

TOOLBOX

Canva, Figma, Adobe Illustrator, Adobe Photoshop, Miro, Web Flow

SKILLS

Wireframing, Prototyping, Journey Mapping, Affinity Mapping, Storyboards, User Flows

EXPERIENCE

Associate Instructor   **Jan 2024 – Present**
I-303 Organizational Informatics   **Indiana University, Bloomington**

- Coaching around 60 students in Software development lifecycle, emphasizing methodology adaptation, system evaluation, cultural integration, and Git/GitHub proficiency

Front End Designer   **Oct 2020 – Sep 2021**
Earthencart Retail LLP   **Vadodara, India**

- Adopted a customer-obsessed mindset by carrying out in-depth market and user research to improve user flows and the visual design, hence raising consumer satisfaction and product visibility.
- Collaborated with graphic designers to create visually compelling banners using Adobe Photoshop & Illustrator
- Conducted extensive research and analysis to determine the optimal positioning of products, leading to a 10% increase in product visibility and a 5% uplift in conversion rates
- Successfully onboarded 09 new sellers and nurtured relationships with existing vendors, negotiating better terms and ensuring high-quality service, thereby enhancing the product portfolio and customer satisfaction
- Developed compelling marketing campaign videos that significantly enhanced brand visibility and engagement, leading to substantial growth in brand awareness and an expansion in our follower base

ACHIEVEMENTS

Best Mentor   **December 2019**

- BBA Baazigar Business Competition '19: Led a team of 10 to a Top 10 finish among 200 teams, boosting group revenue by 25%

PROJECTS

Study On Retail Merchandising and Shop Display in Supermarkets   **Oct 2020 – Sep 2021**

- Conducted a comprehensive study on optimizing retail merchandising and product display in supermarkets to enhance customer purchasing behavior
- Implemented strategic changes in store layout, applying a user-centric approach to product arrangement and visibility, significantly improving user engagement and product findability
- Initiated and led a partnership with a local supermarket to optimize store layout, utilizing customer feedback via questionnaires, which directly contributed to a notable 20% uplift in sales by enhancing strategic merchandising and display

User-Centric Flower Shopping App & Website Design   **Oct 2020 – Sep 2021**

- Employed a working backwards approach by starting from the desired user experience, leading to the development of a highly intuitive and user-friendly flower shopping application. Executed thorough user research, created empathetic design solutions, and integrated innovative features such as calendar synchronization for delivery tracking and reminders. Conducted usability testing, ensuring an intuitive and seamless user experience.