

Priyamwada Pandey

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SUMMARY

Experienced UI/UX designer with 3 years of creating user-friendly solutions in B2B SaaS, Conversational Design, and fintech. My background in architecture helps me bring a creative and thoughtful approach to problem-solving. Skilled in design, research, and collaboration, I enjoy working with teams to turn ideas into intuitive and effective products.

SKILLS

- **Design:** User Interface Design, Sketching, Wireframing, Prototyping, Design Evaluations, Accessibility, Information Architecture, Responsive Design, Visual Design, Design Systems
- **User Research and Evaluation Skills:** Qualitative Interviews, Quantitative Surveys, Contextual Inquiry, Data Analysis, Competitive Analysis, Heuristic Evaluation, Usability Testing, Dichotomy Mapping, User Testing
- **Collaboration & Communication:** Stakeholder Communication, Cross-Functional Team Collaboration, End-to-End Developer Handoff, Design Review, Design Documentation, Storytelling and Storyboarding
- **Design Tools:** Figma, Framer, ProtoPie, Hotjar, Adobe Suite

EXPERIENCE

2021-2024 **TARS TECHNOLOGIES** Bengaluru, India

UI/UX Designer (March 2022 - July 2024)

- Demonstrated leadership for the research and scalable web and mobile design of the Asimov product dashboard and Slack app interfaces, creating a seamless experience for employees to access context-aware information and AI-driven assistance directly within Slack, achieving an adoption rate, among startups, of 41% within the first quarter.
- Analyzed 50 iterations of Asimov chatbot prompts using A/B testing to refine tone, language, and conversational flow. Collaborated closely with the product manager to address critical interaction issues, resulting in improved response quality and an increase in favorable responses during bi-weekly user testing.
- Designed the Chatbot Debug Mode, allowing customers to test run and identify conversation flow breaks by highlighting errors. Saved 50% of the time for both the customers and the support team by automating conversation flow checks, significantly improving efficiency for huge chatbots with 100 conversation instances.

UI/UX Design Intern (Sep 2021 - Feb 2022)

- Led redesign of the chatbot interface design section in the product dashboard, creating an intuitive and highly customizable UI that reduced customer dependency on the support team by 80%.
 - Collaborated with the customer success team for user research and worked closely with the development team to streamline the development process, ensuring the quality release of the final design.
- Worked on designing the product analytics dashboard for customers to track key metrics, such as chatbot visits, source of visits, and peak activity times, giving users greater control over chatbot performance. Achieved a 70% adoption rate within the first three months, significantly reducing customer reliance on Google Analytics for performance insights.

EDUCATION

2024-2026 **MS HUMAN-COMPUTER INTERACTION DESIGN** Bloomington, IN
Indiana University Bloomington

2014-2019 **BACHELOR OF ARCHITECTURE** Gwalior, India
Amity University Madhya Pradesh Gwalior