

Priyanka Priyanath Ghosh

Product Designer

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Adept at designing user-centered workflows, gamified solutions, and interactive prototyping. Experienced in Figma, AR/VR design, and usability testing to drive impactful and inclusive design solutions.

Experience

Product Designer -Business Design Lab

May'24 - Aug'24

- 30% boost in user engagement by engineering *UnBox* proprietary gamified toolkit leveraging the **Double Diamond framework** to facilitate strategic alignment, innovation, and collaborative problem-solving.
- Revamped Information Architecture and Platform Workflow Guide on Confluence and Figma, adopted by 200+ employees and 30+ client firms for an **Identity Access Management** Product.

Learning Experience Designer -Aptlogica, LTD

June'22 - May'24

- 60% improvement in learner outcomes and 89% score accuracy achieved by implementing **gamification strategies** to simplify concepts for stakeholders, boosting collaboration through engaging visuals and learning principles.
- Achieved a **65% improvement** in learning experiences and user satisfaction by spearheading iterative usability testing, identifying design challenges, and implementing solutions to minimize user friction.
- Worked as a sole designer for *Dynamind.co*, an **AI-driven EdTech** platform, creating wireframes, GPT Chat components, and investor decks while contributing to platform innovation through **Blue Ocean Strategy**-driven design alternatives.
- Designed and created digital content using Adobe tools to enhance inclusivity, increasing accessibility for **1,000+ learners** and achieving a 70% course completion rate improvement.

Projects

Dynamind [🔗](#)

Proposed 6 final platform designs using Blue Ocean Strategy to address multi-segment targeting, driven from insights of conducted user research to identify pain points in AI-driven IIT JEE tutoring to enhance student engagement.

Highway [🔗](#)

Redesigned "Highway," a freight brokerage platform, optimizing workflows with intuitive data visualization and contact filtering, improving broker efficiency by 40%. Conducted user research to ensure task-specific usability and insights.

Pixel Simulator and Google Guidebooks: [🔗](#)

Developed interactive simulators for Google products, streamlining onboarding across 10+ tools. Advocated for digital accessibility, improving user satisfaction significantly through enhanced usability and tailored onboarding experiences.

EmpowHer [🔗](#)

Conceptualized and presented EmpowHer at IndiaHCI 2024, a culturally sensitive board game educating 1,000+ rural students on menstrual health, increasing engagement by 80%. Conducted user research, prototyped in Figma, and used A/B testing to refine designs for accessibility and impact.

An Expert System for Posture Detection of the Elderly People: [🔗](#)

A 96% accurate posture detection system using machine learning, empowering seniors and caregivers to monitor well-being. Sponsored by Dassault Systemes.

Education

MS Human Computer Interaction/Design -

Indiana University Bloomington

Aug 2024 - May 2026 - Bloomington, IN

Bachelor of Technology, Electronics -

SPPU, Pune

Aug 2018 - May 2022 - Pune, India

Skills

Tools - Figma, Sketch, Adobe Creative Suite (XD, Photoshop, Illustrator, etc.), Miro, Articulate 360 Suite, Rise, Framer, Webflow

Design - Interaction & Motion Design, Visual Design, Wireframing, Low-to-High Fidelity Prototyping, Design Systems, AR/VR Design, 3D Prototyping (Unity, Blender), AI/ML-Driven Interfaces, Game Mechanics, Responsive Design

Research - Qualitative (Interviews, Observations, Contextual Inquiry, Ethnography) methods, Quantitative methods (Surveys, Literature Reviews, A/B Testing, Benchmarking, Hypothesis Testing), Data Analysis & Evaluation, Usability Studies.

Strategy - Discovery & Definition

Workshops Facilitation, Roadmapping, Stakeholder Alignment, Experience Mapping

Languages - HTML, CSS, JavaScript, Python

Leadership

Extended Reality (XR) Intern -CEWIT, IUB

Driving development of immersive XR technology across campus, supporting educational and professional projects.

Web Design & Content Lead -GDSC, VIT

Led the Web & Design team at Google Developer Student Club, managing 15+ members to deliver 10+ projects and events, increasing community engagement by 40% through innovative design strategies.