

Priyanvada Darshankar

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Experience

User Experience Intern | *Clocky*

March 2023 – August 2023

Achieved a **30% decrease in bounce rates** by redesigning e-commerce platforms for *Clocky*

- Identified and resolved **6 major usability issues** through **heuristic evaluation**, adhering to **WCAG 2.0 interface guidelines**
- Identified high growth product areas using **customer journey mapping** and **competitive audits**
- Developed brand-consistent **visual assets**, including logos and illustrations using **Adobe Illustrator** and **Figma**
- Led **cross-functional collaboration** with designer, product manager, and developer teams to translate business requirements, customer research, and market insights into **task flows, journey maps, mockups, wireframes** and **prototypes** and **final design solutions**

Research Associate | *Implicit Social Cognition Lab*

March 2022 – August 2023

Examined meritocracy perceptions, and the distancing of young females from female leaders under social identity threat conditions

- Conducted **400 experimental sessions** with human subjects and coordinated the daily screening and recruitment of **10+ participants**
- Analyzed **350+ interview transcripts** by coding **qualitative data** to identify key themes and patterns
- Conducted preliminary **data analysis**, identifying trends and patterns to support ongoing research projects
- Actively contributed to the development of research through **literature reviews** and assisted with **synthesizing research findings**

Projects

Optimize Salesforce Marketing Cloud for SMBs | *IUB Sponsored*

August 2024 – December 2024

Agile design process from ideation to implementation to optimize Salesforce Marketing Cloud SMBs

- Performed **qualitative and quantitative research** including to identify customer needs, pain points and opportunities
- Translated **research** like **competitive analysis** and **feature analysis** into **workflows** and **journey maps**
- Developed **storyboards** and **data visualizations** to communicate solutions to internal stakeholders that drove design decisions
- **Iteratively** developed **sketches, wireframes, prototypes**, and final design solutions using **Salesforce Lightning Design System (SLDS)** through **critiques and feedback workshops**
- Validated high-risk designs at every step of the design sprint through rigorous **concept testings**

Education

M.S. in Human-Computer Interaction/Design 2026

Indiana University Bloomington

B.S. in Psychology (GPA: 3.9/4.0) 2024

University of Massachusetts Amherst

Skills

Research | Agile Methodologies, User Interviews, Contextual Inquiry, Competitive Analysis, Heuristic Evaluation, Usability Testing

Research Tools | Qualtrics, Optimal Workshop, Google Analytics, Balsamiq, Smaply, Miro, UXPressia

Design | User Flows, Experience Mapping, Interaction Design, Accessibility Standards (WCAG 2.0, Section 508 compliance), Information Architecture, Sketching, Prototyping, Wireframing, Design Systems

Design Tools | Figma, Sketch, InVision, Adobe Cloud, Axure RP, 3D Max, Framer

Extracurriculars and Awards

Microsoft Mentorship Program | Microsoft

Chancellor's Award for Academic Excellence | UMass Amherst

Research Associate: Early Academic Development Lab | UMass Amherst

Associate Instructor: Computer & Information Ethics | Indiana University Bloomington