Priyanshi Bansal

Product Designer

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Creating meaningful experiences inspired by stories through innovation and problem solving, that induces emotion and influences people's lives positively.

WORK EXPERIENCE

Parallel UX Studio | *Product designer*   *Aug 2021 - Sep 2023, 2 yrs*

Gullak Money

- Collaborated with stakeholders to identify problems & user behavior patterns through data & designing solutions, features for user adoption and retention.
- Designed and prototyped functional yet delightful interactions while ensuring consistent design system and documentation of use cases.
- Resulted in 20% growth in feature adoption & 1M+ downloads.

Ambee

- Revamped the brand identity and designed a multi page responsive website for an environmental tech company.
- Resulted in 9.09% growth in avg session duration, 6.82% growth in number of sessions per user and reduced bounce rate of 93.71%

Responsible for scaling visual language for other projects including Art of living, Savage, Delhivery, Goodera. Held workshops and sessions to help our design teams to design for delight with figma interactions.

Freshmojo | *Brand designer*   *Nov 2023 - Dec 2023, 2 mos*

Created the brand positioning and built a brand guide for a meal kit delivery service

Spiritzone | *Design Consultant*   *2023*

Collaborated with a team of designers to innovate new features for user engagement and adoption while enhancing the existing user experience to improve usability

Schbang | *Costume Lead*   *2023*

- Single-handedly curated and managed looks and costumes of 10+ characters for a music video that got 1M views
- Organized costing and sourcing plans while maintaining thorough records.
- Headed and supervised a team of dressmen and makeup artists on the shoot day.

WOW Car Wash | *Brand Designer*   *Jan-May 2021, 5 mos*

Collaborated with the founders to build a brand identity and marketing strategy while also improvising the car wash booking experience through effective user research.

DDB Mudra Group | *Graphic Design Intern*   *Nov-Dec 2020, 2 mos*

Conceptualised & designed promotional and marketing assets (digital and print) for clients including - Simpolo, Adani Electricity & Indospace.

Fiverr | *Freelance Designer*   *June 2019 - June 2021*

Projects across Graphic design, Illustration, Branding, animation and photography.

EDUCATION

National Institute Of Fashion Technology | *B.Des*
Fashion Communication, 8.7 CGPA

2017 - 2021, Gandhinagar

Jagran Public School | *Senior Secondary*
Science with Maths, 9.4 CGPA

2015 - 2017, Lucknow

SKILLS

Professional

User Experience
Visual Design
Interaction Design
User research
Branding
Illustration

Tools

Figma
Adobe creative Suite
Microsoft Office
Lottie Files
Procreate

CERTIFICATIONS

Google

Foundation of UX Design | 2021

NIELET, Lucknow

HTML, CSS | 2018

ACHIEVEMENTS

Awards

NIFT Award for Meritorious Students 2021

National Theatre Fest 2019 | *Street Play*
2nd Position

Synapse 2019, DAIICT | *Street Play*
1st Position

Featured

Homegrown | Homegrown Street | *Art*

Royal Enfield 2021 Calendar | *Illustration*

Indie Folio Network | *Art*

INTERESTS

🏝 Art & Photography   🎮 Music & Gaming   📚 Reading   🍿 Acting