PRIYANKA PARAB

Lead UX Designer · Principal-Scope Enterprise & Product Design

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LinkedIn: linkedin.com/in/priyanka-is-a-ui-ux-designer

Portfolio: priyankaparab-87.github.io/priyanka-portfolio

SUMMARY

Senior UX leader operating at principal scope, shaping enterprise and product ecosystems across commerce, logistics, and SaaS platforms. Recognized for defining scalable interaction models, influencing product direction upstream, and bringing structural clarity to ambiguous problem spaces. Designing at the intersection of product strategy, operational complexity, and scalable UX systems.

CORE CAPABILITIES

Enterprise UX Strategy • Systems Thinking • Interaction Architecture • UX Governance & Design Maturity • Product Direction Influence • Operational Workflow Modeling • Cross-Org Alignment

EXPERIENCE

CIMPRESS — Lead UX Designer

Mar 2022 – Present | Mumbai

- Define interaction frameworks that unify fragmented operational experiences across multiple surfaces, enabling scalable UX decision-making beyond individual features.
- Influence product strategy by reframing ambiguous business problems into structured experience models adopted across teams.
- Establish reusable UX patterns and governance approaches that improve consistency across order management and operational tooling.
- Act as a design thought partner to product and engineering leadership, shaping roadmap conversations through user-centric framing.

FREIGHT TIGER — Senior Product Designer

Mar 2021 – Feb 2022

- Redesigned logistics workflows and operational dashboards supporting high-frequency decision-making.
- Simplified complex data-heavy interfaces through stronger hierarchy and interaction clarity.
- Collaborated with product stakeholders to align UX decisions with business outcomes and platform constraints.

TREPUP — Product Designer

Aug 2018 – Jul 2020

- Delivered end-to-end product design across discovery, flows, prototyping, and UI execution.
- Built reusable UI structures supporting responsive web and mobile experiences.

ZWEAT — Head of Design

Sep 2017 – Apr 2018

- Defined design direction and experience strategy across early-stage product initiatives.
- Introduced structured design practices to support product growth and collaboration.

DRONAHQ — UI Designer

Nov 2015 – Mar 2017 | Mumbai

- Designed enterprise employee engagement applications and internal tools focused on usability and efficiency.

GENUUS BRAND ADVISORY — UI/UX Designer

Jan 2015 – Nov 2015

- Delivered responsive websites, backend dashboards, and mobile interfaces across multiple client engagements.

EDUCATION

MBA — Computer/Information Technology Administration and Management, ITM Group of Institutions

BA (Hons) Design Communication — LASALLE College of the Arts

Bachelor's in Mass Media (BMM) — SIES College of Arts, Science & Commerce

LANGUAGES

English (Native/Bilingual) • Hindi (Native/Bilingual) • Marathi (Limited Working)