

PRIYANKA RATH

Senior UX Designer

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PROFESSIONAL SUMMARY

Senior UX/UI Designer with 7+ years of experience designing user-centered digital products across B2B, e-commerce, travel, healthcare, and nonprofit domains. Skilled in UX research, UX audits, information architecture, user flows, wireframing, prototyping, interaction design, high-fidelity UI, and design systems. Experienced in translating business and user needs into intuitive, responsive, accessible, and user-focused digital experiences.

CORE SKILLS

UX Strategy • UX Research • UX Audit • Heuristic Evaluation • Information Architecture • User Flows • Wireframing • Prototyping • Usability Testing • Interaction Design • UI Design • Visual Design • Design Systems • UI Libraries • Responsive Design • Accessibility • Product Discovery • Stakeholder Collaboration • Developer Handoff

TOOLS

Figma • FigJam • Miro • Adobe Photoshop • Adobe Illustrator • Notion • Zeplin • AI Tools (ChatGPT, Gemini, Claude)

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer

Dcyfershub LLP, Bhubaneswar | June 2024 – November 2025

- **ActiveGen – B2B E-commerce Platform:** Led the UX audit and end-to-end redesign of product listing, product detail, and bulk quotation experiences, improving product discovery, evaluation, and the bulk purchasing workflow. Created user flows, wireframes, interactive prototypes, and high-fidelity interfaces based on business and user needs.

Reduced checkout drop-off by 35% and increased bulk quote requests by 25% through a streamlined purchasing experience.

- **Vasundhara – Forest & Tribal Development Platform:** Led the UX audit and redesign of a content-rich platform—improving information architecture, content discoverability, and volunteer experiences through user research, wireframing, and interactive prototyping.

Improved information architecture, donation flows, and volunteer experiences, reducing form abandonment by 50% and increasing donation rates by 40% within three months.

UX/UI Designer

Scius Solutions Pvt. Ltd., Bhubaneswar | September 2021 – May 2024

- **Travel & Tourism Platform:** Led the end-to-end UX/UI design process, creating user flows, wireframes, interactive prototypes, and responsive interfaces improving booking efficiency and overall user engagement.
- **Healthcare Management Platform:** Designed intuitive dashboards and workflow experiences, created reusable UI components that improved design consistency and accelerated product development.

Graphic & UI Designer

Atreya Associates, Bhubaneswar | June 2019 – September 2021

- **Event Management Platform:** Designed responsive web and mobile interfaces that streamlined event discovery, registration, and attendee engagement through intuitive user journeys and modern visual design.
- **Business & Marketing Websites:** Created user-centered website interfaces, landing pages, and digital marketing assets aligned with business goals and brand identity.

Graphic Designer

PAGRI, Bhubaneswar | January 2018 – May 2019

- **Corporate & Education Brands:** Designed branding, websites, marketing collateral, magazine layouts, social media creatives, and print materials for corporate, education, and event clients.
- **Digital & Visual Design:** Created user-focused website layouts and digital interfaces, translating brand requirements into clear visual experiences across web and marketing touchpoints.

EDUCATION

Bachelor of Science (B.Sc.) —

Utkal University

CERTIFICATIONS

- Google UX Design Specialization — Google / Coursera
- Google AI Essentials — Google / Coursera
- Graphics, Web Designing & Development — Arena Animation