

PRIYANKA RATH

Senior UX/UI Designer

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PROFESSIONAL SUMMARY

Senior UX/UI Designer with 7+ years of experience designing intuitive digital products across B2B, e-commerce, travel, healthcare, and nonprofit domains. Skilled in transforming complex business requirements into user-centered experiences through UX research, information architecture, interaction design, and scalable design systems. Passionate about creating accessible, intuitive, and impactful digital experiences that drive both user satisfaction and business outcomes.

CORE SKILLS

UX Research • UX Audit • Heuristic Evaluation • Information Architecture • User Flows • Wireframing • Prototyping • Usability Testing • Interaction Design • Visual Design • Design Systems • Responsive Design • Accessibility

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 – December 2025

• **ActiveGen – B2B E-commerce Platform:** Led the UX audit and end-to-end redesign of the product listing, product detail, and bulk quotation experience. Created user flows, wireframes, interactive prototypes, and high-fidelity interfaces to improve product discovery, information hierarchy, and the bulk purchasing workflow.

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.

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