Priyanka Kurekar

Product Designer

Professional Summary

Product designer with 8 years of experience, passionate about crafting engaging digital experiences. Specializing in visual communication strategy and project management, I design cohesive digital systems and innovative products for web and mobile platforms. Skilled in creating brand guidelines, design systems, strategic thinking, and ensuring timely delivery, my focus areas include interface design and user-centered design. I also have experience in managing design projects, leading teams, and collaborating effectively with team members. Proficient in digital product and prototype design tools, I excel in delivering high-quality design solutions and driving project success.

Work Experience

DESIGN CONSULTANT
Swym 2022 - 2024

- Created the Swym Klaviyo integration to enhance customer engagement, seamlessly integrating Klaviyo's email capabilities into the Swym app.
- Designed a clean, user-friendly interface for businesses to easily manage email triggers.
- Streamlined operations for businesses and ensured they receive relevant, timely communication, improving engagement and satisfaction levels.
- Extended the integration to the Wishlist module, Swym Back in Stock Alerts app, and the Shopping Assistant, enabling contextual emails based on individual customer requirements.

SR. VISUAL INTERACTION DESIGNER
U.S. BANK 2022

- Created and communicated usable and effective interface designs.
- Responsible for layout, visual branding, and interactive design across multiple breakpoints and interfaces.
- Built fully functional component library and design system for the greater design teamh
- Worked on the current credit card platform, card services like Fidelity investments, Harley Davidson.
- Collaborated closely with developers, researchers, and experience architects for design decisionsh

PRODUCT STRATEGIST
Wovenscapes, Jeevanrekha pharmacy 2021

- Led website design, branding and social media for a unique form of handwoven paintings.
- Connected with clients and agents, managing all design and strategy aspects, and organized art shows in renowned art galleries.
- Worked with brands, organizations on digital design.
- Designed and developed the Jeevanrekha website and mobile application, including features like book an appointments, reviews, product and service page.
- Designed product packaging for various medical and skin care products. Designer brochures and other print media for advertising and marketing.

VISUAL DESIGNER
DELOITTE DIGITAL (USI) 2017 - 2020

- Worked on the end-to-end design of pixel-perfect responsive websites and mobile apps, collaborating closely with UX/UI teams.
- Contributed to the creation of the style guide and collaborated with other designers and front-end developers.
- Created rapid prototypes to help visualize concepts and interactions for clients.
- Presented work to clients on a daily and weekly basis.
- Worked on Domains such as e-commerce, investmnet management and industrial.

GRAPHIC DESIGNER
BELLS AND WHISTLES ADVERTISING - 2017

- Developed branding strategies for famous Indian food products.
- Created advertising campaigns to promote these products.
- Designed packaging concepts aligned with the brand's image and target audience.

PRODUCT DESIGNER
ELEPHANT DESIGN - 2016- 17

- Worked on the concept and created a unique packaging for an ethnic beverage, aligning with its distinctive proposition of celebrating traditional Indian flavours and childhood memories.
- Worked on a renowned fashion brand, e-commerce website. where we redesigned a fresh look and features, significantly enhancing users engagement.

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Profile, Website

- www.priyankadesign.in
- linkedin.priyankadeisgn

Design Skills

- User Interface
- Design Research
- Responsive Design
- Rapid Prototyping
- Advertising Campaign
- Brand Identity

Technical Skills

- Sketch
- Figma
- Adobe Illustrator
- Adobe Photoshop
- InVision
- Zeplin
- InDesign
- Principle
- Marvel

Recognitions

- Spot Award from Deloitte Digital USI in 2019 for Client and Business Growth.
- Concept Design and Packaging design of the Year.
- Graphic Designer of the Year, Sir J.J. Institute of Applied Art, Mumbai.
- Certificate of Achievement Design Lead in 2017-18 from MIT Institute of Design.

Education

MIT INSTITUTE OF DESIGN
PG: Graphic, UX-UI Design.
University of Pune 2015 - 2017
Grade - A

SIR J.J. INSTITUTE OF APPLIED ART
BFA-Commercial Art, Graphic Design
University of Mumbai 2011 - 2014
Grade - A