

PRODUCT DESIGNER

Priya Sharma

OBJECTIVE

Product designer with 6 years shaping consumer fintech and SaaS interfaces. I turn ambiguous problems into shipped flows, backed by research and measured against activation and retention.

CONTACT

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EDUCATION

NATIONAL INSTITUTE OF DESIGN
M.Des, Interaction Design

ANNA UNIVERSITY
B.E, Computer Science

SKILLS

Figma & design systems



User research



Prototyping



Design ops



EXPERIENCE

SENIOR PRODUCT DESIGNER

Razorpay | Bengaluru | 2022 – Present

Redesigned the merchant onboarding flow, lifting completion from 46% to 71% across 40k monthly signups.

PRODUCT DESIGNER

Swiggy | Bengaluru | 2020 – 2022

Built the first shared design system across 5 squads, cutting new-screen design time by roughly 40%.

UI DESIGNER

Zoho | Chennai | 2018 – 2020

Shipped 30+ dashboard screens for the analytics suite and ran the team's first usability testing programme.