

Priyam Joshi

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EDUCATION

NIFT, India Bachelor of Visual Communication Design 2019
New York Institute of Technology, NYC Master of UX Design and Development 2025

WORK EXPERIENCE

UX Designer and Brand Strategist 2 years

EatClub.in

- Created, refined and tested the onboarding screen, home, placing order process and more UI pages to implement and improve data visualization and created UI library for all 8 sub brands.
- Developed and maintained design systems for 5 products, ensuring cohesive user experiences and reducing development time by 20%.
- Designed prototypes for a mobile application, which improved user navigation efficiency by 25%, as measured by user testing sessions.
- Lead redesign of the company's website, achieving a 35% increase in page views and a 20% boost in conversion rates within three months
- Optimized existing interfaces based on analytics and user feedback, resulting in a 22% increase in task completion rates across workflows.
- Pioneered onboarding experience for a mobile app, leading to a 45% increase in user retention over the first month.

Creative Consultant part time 8 months

Opera Clothing Pvt. Ltd. DOGI, India

- Designed and implemented innovative branding strategies for a clothing brand, achieving a 35% increase in social media engagement and a 20% growth in online sales through captivating visual campaigns and optimized graphic design solutions.

INTERNSHIPS

UX Design Intern 6 months

EFG Store, India

- Successfully rebranded EFG Store's official website to thesuperherostore.com leading to a remarkable increase in monthly users from 8 million to 11 million as per tests conducted.

Communication Design Intern 6 months

Manyavar, India

- conceptualised and designed communications through visual mediums like infographics, publication design, hoardings, business collaterals, etc bolstering the organization's vision.

Research Assistant - Project Lead 2 years

Ministry of Textile, NIFT, India

- 17 months of field research funded by NIFT "craft cluster" was an attempt to empower rural artisans by creating impact via documentary, creative sets and aligning seasonal campaigns.

SELECTED SIDE PROJECTS

- Bitgenix.io, Dubai** website design collaborating with designers, developers, product manager and the company founders.
- Roadster 77, India** marketing collaterals were made in static creatives and dynamic video formats.
- Indian Gaming League (IGL)** wherein all the company communication design needs were handled including website revamp, pitch decks to acquire new stakeholders, social media creatives, youtube videos and content creation.
- Idea Paradise Technologies** handled all communications from 2022-2023.

SKILLS

Technical Research, Wireframing, Information Architecture, Prototyping, Experiential Design, AR/VR Design, Systems Design, 3D Modelling, Animation, Voice Interface Design (VUI), Chatbot Design, Graphics Expert

Software Adobe Suite, Figma, Unity Game Design, Blender, Autocad, C#, Python

People's Emotional Intelligence, Public Speaking, Teamwork, Critical Thinking, Business Strategies, Systematic Design Approach