

# Priyanka Gupta

## User Experience Designer

### EXPERIENCE

#### User Experience Design Specialist

SAP Labs, Palo Alto • April, 2016 - Present

- Conceptualized a new social media app, pitched it to the executives, got buy in and is being turned into an actual product. Demoted at SAP TechEd Conference 2017 in Las Vegas.
- Part of the Global Design Team setting design standards for entire org
- Key contributor in the SAP-Apple partnership that created Fiori for iOS: <https://experience.sap.com/fiori-design-ios/>
- Designed the Onboarding and Setting flows. Scope included accounting for complex requirements of thousands of enterprise customers.
- Provided Design Specifications to build reusable UI components part of the SAP Cloud Platform SDK.
- Created Fiori for iOS Design Language Guidelines that will help create modern enterprise apps on the iOS platform.
- Lead Designer on a iPhone Shopping cart demo app that was used to teach an OpenSAP Fiori for iOS course.

#### Software Engineering Intern at WANdisco

WANdisco, San Ramon • June - Aug, 2015

- Responsible for creating a simulation model for fault tolerant database to optimize for data availability.
- Designed and implemented a heuristically improving mapping algorithm that on average performed 15% better than the random algorithm

### OTHER EXPERIENCE

- **LastPass** - Unsolicited redesign of LastPass's iOS app. Documented and published the process on Medium. The article was read and appreciated by 10.2K people and was featured in Hacker Noon publication. Gave and received positive feedback from the Head of Product Design at LastPass. <https://priyanka.io/lastpass>
- **Sephora** - Conducted a UX case study of Sephora's iOS app and published the project on Medium in September '17. The case study was featured on [uxdesign.cc](https://uxdesign.cc) and is read by 3K people so far. <https://priyanka.io/sephora>
- **Portfolio** - Designed and implemented my design portfolio. <https://priyanka.io>
- **TrackExpense** - Designed and developed an android app that provided a simple interface to keep track of your daily expenses.
- **DriveAway** - Designed a mobile web app that provides an interface to reserve driveway parking in order to resolve the parking issues in metropolitan areas.

### CONTACT

 <https://priyanka.io/>

 <https://priyanka.io/linkedin>

 [hi@priyanka.io](mailto:hi@priyanka.io)

 San Francisco

### SKILLS

User Experience Design  
Interaction Design  
Mobile Design  
User Research  
Usability Testing  
Personas & Scenarios  
Prototyping

### TOOLS

Sketch  
Illustrator  
Flinto  
Marvel  
InVision

### FEATURED IN

Marvel App Blog  
[uxdesign.cc](https://uxdesign.cc)  
UX Design Weekly  
Sidebar.io  
Hacker Noon  
Uninvented Redesigns

### EDUCATION

#### B.S. Computer Science

UC San Diego

Provost Honors: Winter '15,  
Spring '14

Studied Abroad at **University of Edinburgh, Scotland** during Fall '15