

# Priyanka Gupta

## Product Designer

### EXPERIENCE

#### Product Designer

Grand Rounds, San Francisco • November, 2017 - Present

- Led the research and design to solve the problem of making insurance plans comprehensible for over 500K patients. 42% of daily active users interact with these product features.
- Conceptualized and designed a new “Flexible tasks” product. Since it’s release 10 months ago, 74K flexible tasks have been created to capture 59 different kind of Care Team workflows.
- Redesigning the Care Team tools including the dashboard for better discoverability and efficiency. This drove up System Usability Scale score by 3 points.
- Redesigning the form used by Analytics team to add Quality of Life improvements.
- Won “Best in Show” award at the company’s annual hackathon. Got Exec buy in and landed features in production within a month.
- Led the redesign of a brand new onboarding experience to reduce education related NPS detractors.
- Part of the core team spearheading the effort to craft a long-term vision of the product to show to the Executive Team. This allowed the company to strategize goals for 2019.

#### User Experience Design Specialist

SAP Labs, Palo Alto • April, 2016 - November, 2017

- Conceptualized a new social media app, pitched it to the executives, and got buy in. The app got demoed at SAP TechEd Conference 2017 in Las Vegas.
- 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.
- 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.

### OTHER EXPERIENCE

- **LastPass** - Unsolicited redesign of LastPass’s iOS app. Documented and published the process on Medium. The article was read and appreciated by 13.1K 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 5.5K people. <https://priyanka.io/sephora>

### CONTACT

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 <https://priyanka.io/linkedin>

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 San Francisco

### SKILLS

Product Design  
User Experience Design  
Interaction Design  
Mobile Design  
Web 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