

Priyanka Gupta

Product Designer

EXPERIENCE

Staff Product Designer

Twilio, San Francisco • June, 2019 - Present

- Redesigned the two-factor authentication (2FA) experience on the Twilio Console. Grew the 2FA adoption from 5% to 71% on Twilio accounts in 6 months.
- Led the design of a new product offering called Organizations which was wildly successful and resulted in 20K new organizations being created by customers in just 6 months of being Generally Available.
- Designed a new feature to allow customer to verify domains in a self-service way which resulted in 5K domains to be verified over 6 months.
- Built role-based access control (RBAC) from scratch for Twilio products. 80% of pilot participants are “satisfied” or “extremely satisfied” with the new RBAC portal.
- Designed a self-service single sign on (SSO) experience for Twilio customers which resulted in SSO onboarding SLA to reduce from 10 days to 10 minutes.
- Led multiple R&D org wide training sessions to educate peers on “How to conduct customer interviews & usability testing.”
- Member of the Twilio’s Design System Committee which required weekly evaluation and review of design patterns and components.
- Member of Twilio’s Content Advocacy Program which required facilitating content discussions during crit sessions, and evangelizing the need for content planning at Twilio.

Product Designer

Grand Rounds, San Francisco • November, 2017 - May 2019

- 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. In 10 months, 74K flexible tasks have been created to capture 59 different kind of Care Team workflows.
- Redesigned the Care Team tools including the dashboard for better discoverability and efficiency. This drove up System Usability Scale score by 3 points.
- Redesigned the form used by Analytics team to add Quality of Life improvements.
- 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.

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 and is read by 5.5K people. <https://priyanka.io/sephora>

CONTACT

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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
UX Design Weekly
Sidebar.io
Hacker Noon
Uninvented Redesigns
CareerFoundry

EDUCATION

B.S. Computer Science
UC San Diego
Provost Honors: Winter ’15,
Spring ’14

Studied Abroad at University of
Edinburgh, Scotland during
Fall ’15