

Priyal Mehta

UX Designer | Designer of Systems | Storyteller

I believe in creating inclusive experiences through research and empathy.

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Work Experience & Impact

User Experience Designer/Researcher, Stealth

Part time (October' 24 - Present)

- Conducted cost-efficient market & user research by creating targeted Craigslist ads, successfully engaging and interviewing **150 participants** to **validate product-market fit**.
- Coordinated **24 experiments** in the Bay Area, generating revenue through a **10% commission** structure while refining operational workflows based on **customer feedback**.
- **Designing and building** digital product screens to **scale operations** and meet increasing demand that has grown beyond manual capacity.
- Actively involved in **investor pitches** via demos and slide deck creations.

Research Assistant, UCB Computational Approaches to Human Learning Lab

Part time (August' 24 - Jan' 25)

- **Led end-to-end UX design and research** for the Common Course Numbering System (CCNS) project under Prof. Zachary Pardos. This is to be used across **116** California community colleges.
- Conducted **user research** and **developed wireframes, prototypes, and 18 usability tests** to create student-centered and admin facing interfaces, collaborating with cross-functional teams to **align design with technical requirements**.

User Experience Writer, SAP

Internship (June'24 - Aug'24)

- Crafted **UX writing guidelines** for Revenue Growth Management software interfaces with a focus on diverse end users.
- Developed and authored content for the **help portal** of **Revenue Growth Management (RGM)** software that enhanced user experience and support efficiency.
- Led in-depth **research and stakeholder interviews** to assess, streamline, and strategically overhaul the outdated message inventory leading to reduced maintenance efforts and frictionless content management.

UX Designer, World Reader

Apprenticeship (Sep'23 - Dec'23)

- Conducted user research interviews, optimizing the user interface to incentivize reading, aiming for a **25x increase** in reading habits. The team later realized this was not possible and changed the problem statement accordingly.
- Created Figma mockups and presented a **detailed product roadmap to leadership**, leading to the implementation of **4 key product recommendations**.

Technical Writer, Salesforce

Internship (April'22 - June' 22)

- **Researched and authored a Trailhead module** on Order Management, guiding first-time users through key software concepts. The Trailhead platform has a **user base of 5 million**.
- **Updated and created new documentation** for the Public Sector Solutions Guide resulting in **18% less queries**.
- Designed a **comprehensive Learning Map** for Manufacturing Cloud and served as the **first voice** for Salesforce India's guided setup video, establishing base guidelines.

UX Designer, Tactopus (now acquired)

Internship (Jan' 22 - April'22)

- Conducted **extensive user research** - user interviews, conversation mining, etc to **inform the design lead**.
- Crafted **user journeys** for a range of users - parents, therapists, support team and admin, incorporating insights from user research and best practices in information architecture design. Supported **existing design system**.
- Created **wireframes, developed user flows, and designed high-fidelity prototypes** to communicate design concepts and facilitate collaboration with cross-functional teams, increasing **conversion rates by 35%**.

Education

University of California, Berkeley

Masters in Information Management Systems (Specialization: Human-Computer Interaction)

St. Xavier's College, Mumbai

BA in Mass Media | Major: Journalism | CGPA - 9.6/ 10.00

Teaching Experience & Leadership

Lead Graduate Student Instructor, Design Methodologies

Part time (Jan' 25 - Present)

- **Designed and implemented** entirely new course curriculum, leveraging insights from previous student performance to enhance learning outcomes.
- **Managed all course administration** through Canvas, overseeing assignments, communications, and grading. Also in charge of all email correspondence.
- **Led engaging discussions and workshops**, fostering critical thinking and collaborative problem-solving. pitched **instructional strategies** to enhance student engagement.
- Provided extensive feedback to the professor on **course improvements and student progress**.

Graduate Student Instructor, Design Methodologies

Part time (Jan' 24 - May' 24)

- **Led dynamic discussions and interactive workshops** that promoted collaboration and the exploration of diverse design methodologies.
- **Created customized grading rubrics** to effectively assess student projects, ensuring fair evaluation and providing constructive feedback. **Independently managed all grading**, ensuring consistency and transparency in evaluations.
- **Taught classes** about design thinking, qualitative research (interviews, affinity mapping, journey mapping, etc), analysis, identifying problem spaces and solution spaces, low fidelity and high fidelity prototyping & usability testing.

Graduate Student Instructor, Introduction to Media Studies

Part time (Aug' 23 - Dec' 23)

- **Developed and tailored lesson plans daily**, adapting to each class's current level of understanding, and held **regular office hours** for additional support.
- Guided students through interactive essays and **facilitated discussion sections four times a week**.
- Managed the **grading of extensive 5-page essays** on media concepts, as well as midterm exams, for a class of over 50 students.

Skills

Design: Visual, Interactive, Interaction, UX, Prototyping, Information Architecture , Wireframing, WCAG 2.1 AA Best Practices.

Research: Interviews & Surveys, Heuristic Evaluation, Usability Testing, Journey Mapping, Service Design, Workshops, Card Sorting, Participatory Design, Task Analysis, Experience Maps, Storyboarding & Task Flows

Softwares: Figma, Python, JavaScript, React, HTML, Sketch, R, Qualtrics, Framer, MAXQDA, Tableau, Adobe Creative Cloud, Dovetail, Jira, DITA CCMS, XML.