Priya Nair

UX Designer

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SUMMARY

UX designer with 6 years of experience in B2B SaaS and consumer delivery apps, working across research, wireframing and usability testing in Figma. Redesigned the onboarding flow used by 40,000 new users, cutting drop-off by 18%, and ran the usability study that fixed a checkout bug stalling 9% of orders. Known for turning research findings into design decisions stakeholders can act on.

EXPERIENCE

UX Designer — Fernhill Logistics

Denver, CO · Feb 2023 – Present

- Redesigned the self-serve onboarding flow for 40,000 new users after mapping 22 support tickets to 3 confusing steps; the new flow cut first-week drop-off by 18%.
- Ran moderated usability tests with 14 dispatch managers and found a filtering pattern that cost users an average of 45 seconds per search; the fix is now used on 6 other screens.
- Built and maintained a Figma component library of 60 elements, cutting new-screen design time for the 4-person design team by roughly a third.
- Partnered with 2 PMs and an engineering lead to turn 8 research insights into a prioritized backlog, 5 of which shipped within one quarter.

Product Designer — Harvest Table Meal Kits

Denver, CO · Aug 2020 – Jan 2023

- Diagnosed a checkout bug through session recordings and a 7-person usability study, tracing 9% of abandoned orders to a hidden delivery-date picker.
- Designed and A/B tested a revised recipe-browsing flow, raising add-to-cart rate by 11% across 200,000 monthly sessions.
- Conducted 18 customer interviews on meal customization, which shaped a new filtering feature used by 30% of returning customers within 2 months.

SKILLS

Design: Figma, FigJam, prototyping, design systems, responsive and mobile-first layouts

Research: Usability testing, user interviews, surveys, card sorting, journey mapping

Collaboration: Design critiques, developer handoff, A/B testing, stakeholder workshops

Tools: Maze, Hotjar, Amplitude, Jira, basic HTML/CSS

CERTIFICATIONS

Google UX Design Certificate, 2020

EDUCATION

B.F.A. Graphic Design, University of Colorado Denver, 2020

Fictional example by FindAJobAI: the person, employers and numbers are invented.