

Priyanka Rajkumar

 Product designer based in London.

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I am a generalist product designer with nearly 8 years of experience crafting digital products, primarily in the enterprise, SaaS, and healthcare domains.

Education

IED, Barcelona

2017, Master of Global Design

JNAFAU, India

2008 - 2013, B.Arch, Architecture

Skills & Methods

Interaction & Product Design, Visual Design, Storytelling, User Research, Design Strategy, Design systems, Prototyping, UX Writing, Stakeholder management, Usability testing, Mind-Mapping, Journey Mapping, Information architecture, Workshop facilitation, Design documentation, Design frameworks

Tools

Figma, Sketch, Invision, Principle, Protopie, Adobe XD, Photoshop, Adobe Illustrator, InDesign

Experience

Ticketmaster | Lead product designer | Jan 2024 - Present

Building multi-brand, multi-platform design systems from ground up. Implementing scalable token architecture for seamless integration across various design systems. Focused on evangelising adoption, migration and design system workflows.

Planned career break | Dec 2022 - Dec 2023

Personal goal pursuit and relocation

Took an intentional pause to travel and spend quality time with family and friends before moving countries.

Microsoft | UX designer II | May 2021 - Nov 2022

Responsible for the end-to-end product design of **Microsoft Bookings**, a time management solution within the M365 suite (enterprise and business), enabling over 20 million enterprise workers manage their scheduling needs.

Improved the experience of the new Bookings version based on research and usage insights, resulting in a 73% increase in user adoption and allowing us to sunset the legacy version, a key milestone in our product's growth.

Designed Bookings experience for 1:1 scheduling use case in Outlook email and people card for deeper integration within the M365 suite, driving product discovery and growth.

Chef Progress | Senior UX designer | Feb 2021 - May 2021

Crafted experiences for Chef Infra and Compliance/security under Chef Automate (Observability) tool. Chef Infra is a powerful automation platform that transforms infrastructure into code.

Deloitte Digital | UX consultant | Dec 2017 - Jan 2021

Covid-19 web suite for a global pharma client

Solo designer on the project - designed the onsite tool for Covid drive-through test centres, resulting in a 30% increase in daily tests while reducing the volunteer headcount by 10-18 individuals.

Designed a COVID-19 passport app (track & trace) for the client campus, enabling the safe return of 5000+ employees, ensuring the uninterrupted supply of life-saving medication during the pandemic.

Supply chain ecosystem for a global tech giant

Facilitated the onsite client discovery phase to gather business and user insights, mapped the future state of the digitised supply chain ecosystem, and defined the design strategy.

Led a team of 9 designers for the Plan vertical while being a hands-on UX designer for the Discrete Demand tool, which was shipped with a 93% user acceptance rate.

Defined and contributed to the design system for consistent experience across 22 tools.

Healthcare Mobile App (iOS) for a Global Pharmaceutical Client

Facilitated onsite workshops with stakeholders and interviewed end users to understand the issues with the current experience.

Redesigned the iOS app improving features like sign-up, medication modules, symptom management, personalised onboarding, home page, resources and dosing history.

[View my complete experience on LinkedIn](#) 