

Priya Verma

Sr. UX Designer

6+ years of expertise in creating intuitive, business-aligned digital products, specializing in **CRM, Web and mobile applications** for fintech platforms. Skilled in research-driven design, scalable design systems, and collaboration with cross-functional teams to craft solutions that balance user needs with business goals.

- Speaker at UXINDIA 2024 and ISO 27001 Champion, recognized for driving impactful, user-centered outcomes.

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EDUCATION

CUA (2024)
Human Factor Interaction (HFI)

UX Design (2019)
UX Mint Design Research Lab

B.Com (2018)
CCS University

TOOLS

Figma
Adobe Suite
Sketch
Azure
Notion
Zeplin

ACHIEVEMENTS

ISO Champion (2023)
ISO 27001 - FYNXT

Speaker, UXINDIA (2024)
Design Systems & UX
Research In Fintech

LANGUAGES

English (Professional)
Hindi (Native)

INTEREST

Sketching
UX Writing

EXPERIENCE

Sr. UX Designer (April 2019 - Present)
FYNXT(Simptra Technologies Pvt. Ltd.) - Chennai, India

Leading Design For
CRM, CP, IB Portal And Mobile App For Forex Solution

- Conducted User Research And Domain Expert Interviews To Inform Product Strategy.
- Created IA, User Flows, Wireframes, And High-Fidelity Prototypes.
- Established A Scalable Design System To Ensure UI Consistency.
- Designed Reusable Components And Interactive Widgets To Simplify Workflows.
- Collaborated With Product, Development, And QA Teams For Seamless Delivery.

User Experience Design (April 2018 - March 2019)
UX Mint Design Research Lab - Chennai, India

- Conceptualized & Delivered User-Centric Design Solutions For Digital Products.
- Designed Interactive Elements Like Nav, Search, Tabs, & Widgets To Improve Usability.
- Involved In All Stages - Research, Ideation, Wireframing, Prototyping, & Testing.

UX SKILLS

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|--------------------|---------------------|----------------------|
| • User Research | • Design Strategy | • Interaction Design |
| • Customer Journey | • Wire-framing | • Usability Testing |
| • UX Audit | • Rapid Prototyping | • Design Workshop |

UI SKILLS

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|--------------------|-------------------------|-------------------|
| • Design System | • UI Component | • Visual Design |
| • Style guide | • Clickable Prototyping | • Design Document |
| • Graphical Design | | |

KEY PROJECTS

Redesigned Forex IB Portal — Improved User Onboarding Success Rate By 20%

LEADERSHIP & MENTORING

Mentored Designers * Established Design Review Practices To Ensure High-Quality Deliverables * ADPList Design Mentor.