Experience Designer

Priyam Joshi

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EDUCATION

2024 - 2025	New York Institute of Technology, NYC **Master of UX/UI Design & Development**
2015 – 2019	National Institute of Fashion Technology, India **Bachelor of Visual Communication Design**

WORK EXPERIENCE

2025.12 – Present

The Glimpse Group (Nasdaq: VRAR), New York
UX/UI Designer – SaaS

- Conducted usability testing, heuristic evaluations, and journey mapping to reduce task friction and improve onboarding efficiency (estimated 30% faster task completion)
- Redesigned complex simulation dashboards using information architecture and visual hierarchy, reducing user errors by 28% (derived from QA logs and internal testing)
- Unified scalable design systems and interaction patterns streamlined with enterprise accessibility and usability standards.
- Collaborated cross-functionally with product managers, engineers, and XR developers to align UX decisions with business and technical constraints.

2025.09 – 2025.12

JSQ Spine & Wellness, New Jersey
UX/UI Designer – Healthcare

- Revamped patient-facing website and appointment flows, increasing online appointment bookings by 45% (Google Analytics conversion tracking)
- Simplified healthcare information architecture to reduce cognitive load, improving content comprehension scores from 3.1 → 4.6 / 5 in user feedback.
- Implemented accessibility-first UI patterns aligned with WCAG guidelines, improving usability for elderly and low-vision users.
- Partnered with clinicians and administrators to align UX decisions with real clinical workflows, reducing support inquiries by half.

2025.06 – 2025.09

Headspace, San Francisco
UX/UI Designer – Thesis

- Led retention-focused UX targeting onboarding friction, empty states, and early paywall exposure.
- Conducted usability testing and behavioral analysis to identify decision fatigue and trust breakdowns.
- Established subscription clarity improvements that reduced time-to-understand premium value.

2025.01 – 2025.05	**NYIT, New York City**

UX/UI Design Assistant – Emerging Tech
- Supported faculty and research teams on UX research, usability testing, and interaction design for academic and student–facing digital products.
- Assisted in conducting user interviews, synthesizing insights, and translating research findings into actionable design improvements.
- Designed wireframes and prototypes for internal tools and educational platforms.
- Strengthened collaboration between design, development, and academic stakeholders through clear documentation and presentations.

2021.04 – 2024.07	**Contract Projects, Global Clients, Remote**

Freelance UX/UI Designer
- **Jewelexgroup.com:** Built a scalable CMS component system and page template to standardize editorial and commerce content, reducing design rework and speeding publishing cycles.
- **Manyavar.com:** Optimized mobile product discovery and PDP decision making by refining hierarchy, filters, and selection patterns to reduce friction.
- **TCG Media:** Improved article and category layouts for readability and engagement, defining reusable modules for consistent implementation across editorial templates.

2019.07 – 2021.03	**EatClub.in, Remote**

UX/UI Designer (Brand and Product Design) – Foodtech
- Engineered micro–interactions guided by user–centered design and design thinking, increasing repeat session time by 15% as customers explored menus and offers.
- Led end–to–end ordering flows, increasing repeat orders by 25% (platform analytics)
- Established brand–consistent UI systems that improved cross–platform design consistency by 40% as measured using internal tools.

2019.02 – 2019.05	**EFG Store, Remote**

Product Designer (UX/UI & Visual Design) – Ecom
- Redesigned product cards and filtering UX under lightweight design system governance, improving product discovery across 1K+ SKUs.
- Delivered responsive UI systems aligned with modern e-commerce patterns.
- Collaborated with devs to ensure pixel–perfect implementation and smooth handoff.

SKILLS

DESIGN	Interaction Design, Design System, Prototyping, Wireframe, Graphic Design, Animation Conversational Design, Virtual Reality (VR), Augmented Reality (AR), UX Strategy, Product Strategy, Design Thinking, Data Visualisation
RESEARCH	User Research, Usability Testing, Journey Mapping, Information Architecture, Interviews, Surveys, User Flows, Gen AI
TOOLS	Figma, Adobe Photoshop / Illustrator, Adobe After Effects / Premiere Pro, ProtoPie, HTML / CSS basics, JavaScript basics, React / Node.js basics, Python basics, AI / ML & LLM Training basics, Arduino, C# for Unity, Framer, Webflow, Wordpress, Sketch, Rhino