

SWATI PRIYA

SENIOR PRODUCT DESIGNER

+91 8340360429 | swatipriya4422@gmail.com | [linkedin.com/in/swati-priya-nov22](https://www.linkedin.com/in/swati-priya-nov22) | [behance.net/swatipriya4](https://www.behance.net/swatipriya4)

PROFESSIONAL SUMMARY

Senior Product Designer with **4+ years** owning end-to-end product experiences across FinTech, InsurTech, EdTech, Creator Economy, and Real Estate - serving **2M+ users**. I turn user research into shipped products, scale design through systems, and lead cross-functional teams from **0→1** to growth.

CORE COMPETENCIES

Product Design • UX Design • UX Research • Usability Testing • Interaction Design • Wireframing • Prototyping • Design Systems • Information Architecture • Customer Journey Mapping • Product Strategy • Data-Driven Design • A/B Testing • Stakeholder Management • Cross-Functional Collaboration • Mobile App Design • Web Design • Accessibility • Design Thinking • Conversion Optimization • Product-Led Growth

Domains: FinTech • InsurTech • EdTech • Creator Economy • Real Estate / PropTech

PROFESSIONAL EXPERIENCE

GrayQuest, Mumbai (Senior Product Designer)

Feb 2025 – Present

India's most advanced education fee payment platform | Series B | 6,500+ institutions

- Led UX across **5 FinTech verticals** serving **2M+ students and parents** across **6,500+ institutions**, owning end-to-end design from discovery to launch.
- Redesigned the end-to-end admissions and verification workflow, delivering a **30% reduction** in admission processing time.
- Built Guardian One from **0→1**, owning the full product across insurance onboarding, financial planning calculators, policy discovery, and purchase flows.
- Directed a cross-functional team of **3 designers**, setting quality, consistency, and scalable execution standards across the suite.

Tring, Mumbai (Product Designer)

May 2023 – Jan 2025

India's largest celebrity marketplace | Creator Economy

- Owned end-to-end design of the Tring mobile app, helping drive **100K+ downloads** and improving fan-celebrity engagement.
- Led user research with **50+ celebrities**, shaping content discovery and interaction experiences across the platform.
- Designed B2B deal automation that streamlined **20% of deals**, enabling **1,500+ brand enquiries** to be managed simultaneously across negotiation and counter-quoting.

Houzeo, Mumbai (UI/UX Designer)

Jul 2022 – Apr 2023

US real estate technology platform | PropTech

- Redesigned the property listing flow into an intuitive experience, reducing user fallout by **40%** and lifting listing completion across web and app.
- Aligned design with business goals alongside developers, PMs, and content teams, increasing app downloads by **20%**.

Embibe (JIO), Bangalore (UI/UX Designer Intern)

Apr 2022 – Jun 2022

EdTech platform

- Proposed and shipped a comprehensive design system across the Embibe product suite, cutting design-to-development handoff by **56%**; contributed to early adoption by **140+ schools**.

SKILLS & TOOLS

Design: Figma, Figma Make, Framer, Protopie, Spline, Lottie, Miro

AI-Powered: Lovable, Claude, Figma Make

EDUCATION

Bachelor's Degree: Vogue Institute of Art & Design

2017 – 2021

UI/UX Design Certification: EDIT Institute

Dec 2021 – Feb 2022

PORTFOLIO

[behance.net/swatipriya4](https://www.behance.net/swatipriya4) • **Brand.e** - creator brand-deal platform (Tring) • **Pourpal Club** - invite-only social app, concept to prototype