



Priyanka Shankar

User Experience Designer with over 7 years of full-time work experience in design and marketing; working in agency set-ups with e-commerce clients, educational institutes, non-profit organizations, politics, entertainment, etc.

Experience (PORTFOLIO WEBSITE)

Contact

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Education

2021

MPS in Digital Media

Northeastern University
Boston, USA

2014

MBA in Communication Management

Symbiosis International University
Bengaluru, India

Skills & Softwares

TECHNICAL SKILLS

- Figma
- Adobe Creative suite (XD, Photoshop, Premier Pro, InDesign)
- Content Management System
- Google Analytics & GA4
- Heatmapping (Hotar & LuckyOrange)
- HTML, CSS, Javascript
- MS Office Suite (Powerpoint, Word, Excel)

September 2021 - Present

Forix LLC, Portland, Oregon

UX Designer

- Utilizing data and design insights to work with multi-million-dollar e-commerce clients to enhance the overall user experience of their website, hosted on platforms like Magento, Big Commerce, and Shopify.
- Creating wireframes, prototypes, and mockups of web pages and other design components
- Working on several sales pitch documents, including case study content, design templates, and marketing films.
- Collaborating with project managers, developers and marketing team for various project deliverables.
- Creating insights using different data analytics tools to assess website performance and the effects of any new design implementation
- Working on Conversion Rate Optimization audits to analyze performance gaps and potential improvement opportunities.

December 2020 - July 2021

Northeastern University, Boston, Massachusetts

User Experience Intern

- Got promoted to Digital Experience Lead after working as Digital Experience Assistant for 3 months!
- Client Servicing for the mentors at Northeastern University's Front End Development and Digital Accessibility departments.
- Lead the UX research project around the overall experience of IT services at Northeastern University!
- User surveys and interviews were done to analyze behavior patterns and make recommendations accordingly.
- Collaborated with the Accenture team for UX research, UI design, and web content writing for the Student Hub web platform, University Health AI bot, SAIL platform, etc. at Northeastern University.

March 2021 - July 2021

Nombolo, Portland, Oregon

Team Representative: Experiential Project

- Took the initiative to outline the project's deliverables in order to support the team with their scope of work and meet the marketing communication goals.
- Conducted market research and beta testing for the app to determine its breadth. Data analysis was done to find opportunities for features that the app should have in order to expand its market share.
- Developed communication tactics around various brand taglines that the client had approved of our suggestions.
- Developed a plan for the entire social media campaign and shared emailer drafts to support those campaigns for the app's formal launch and marketing.

January 2021 - July 2021

Northeastern University, Boston, Massachusetts

DGM Alumni Network Representative

- Designed the Northeastern University Digital Media Alumni LinkedIn group's brand materials, including the group logo, and banner image, and re-wrote the group description.
- Built the social media calendar, gave engagement suggestions, materials, and handled the initial LinkedIn Group posts.
- Designed newsletters and emailers, inviting the alumni network already on LinkedIn to join the group.

INDUSTRY SKILLS

- UX Design
- Prototyping
- Wireframes
- Graphic Design
- Information Architecture
- UX Research
- Storyboards
- User Flows
- Mockups

Certifications

- Google Analytics 4 Certificate from Google
- Foundations of UX Design by Google from Coursera
- HubSpot Marketing Software Certificate from HubSpot Academy
- Experiential Network Certificate from Northeastern University, Boston, MA
- Content Marketing: Social Media Certificate from LinkedIn
- Hootsuite platform Certificate from Hootsuite
- Inbound Marketing Certificate from HubSpot Academy
- How To Design For Accessibility For UX Designers (WCAG 2.2) from Udemy

October 2019 - August 2020

Northeastern University, Boston, Massachusetts

Communications Team Representative

- Designed the sitemap of the Husky Communications website to define different tabs and menu option
- Lead the communication team by keeping track of the team members' progress on the marketing content deliverables.
- Updated the website's content and wireframed a few of the pages.

June 2018 - May 2019

Meet Bros, Mumbai, India

Celebrity PR & Digital Head

- Got promoted within 6 months of joining the organization from Digital Manager to Digital & PR Head.
- Achieved an organic social media growth of 20% in engagement and 5% in the followers count within 3 months.
- Launched & promoted a music label through content marketing, media events & coverages, press releases, & social media marketing &
- Achieved marketing goals using agile project management technique.
- Achieved YouTube's Golden plate for 1M subscribers and "Best New Music Label" award at the Golden Glory Awards'19.
- Successfully coordinated between the production & operations team to release and distribute the music videos on various radio/TV channels and created promotional content out of them.
- Managed celebrity profiles on social media and traditional channels by making them participate in various media interviews and guiding them to create their own content out of their live shows and daily activities.
- Tracked and reported the monthly progress by analyzing the data on various social media channels & google AdWords.

February 2017 - March 2018

Everymedia Technologies Pvt Ltd, Mumbai, India

Account Manager - Social Media Marketing

- Social Media Marketing for Mr. Vijay Rupani (Chief Minister, Gujarat) thereby winning the 2017 Gujarat state election.
- Achieved over 3M page reach with a 1% increase in followers of Mr. Vijay Rupani's page, within 1 month of the campaign.
- Steered two 6-months long campaigns to create awareness about violence against women & girls, and sex education.
- Successfully established a timeline for the campaigns and designed strategies to achieve the goals.
- Paid influencer marketing & paid social media promotions; the campaign got over 5Million digital impressions.
- Headed a team of experienced digital marketing associates to delegate the work for campaign execution and coordinated with various departments (including on-ground teams) to get things done.

August 2014 - February 2017

Previous Agency Full-time Roles India

Content Marketing & Designing

- Experience executing big-budget campaigns for clients from across verticals including, entertainment, political, travel & lifestyle, shipping & logistics, not-for-profit, beauty products, etc.
- Crisis Management for Mr. Cyrus Mistry (ex-Chairman, Tata Sons) & paid Twitter trending for #CyrusforGovernance.
- Blogger Management & engagement for various launch events and promotional activities. I also supported the creative team by working on video edits and other post creatives to catchup with the tight deadlines.

Volunteer Experience

- Conducted UX research to understand the effectiveness of the internal communication tools at Tata Steel. Also contributed to the campaign execution to create awareness around various CSR activities that Tata Steel participates in.
- Advocacy for the injected drug users under the Targeted Intervention program by NACO, India; & did stakeholder analysis for the program CARE India.
- Designed T-shirts for merchandising to raise funds for an NGO under the initiative by Youth United.
- Set up and managed the stalls to promote PINKATHON, an event to create awareness around breast cancer.
- Headed a team of four individuals, for guest relations of artists performing at the NH7 music festival, Bengaluru, India.
- Produced and reviewed the annual audit reports for the print advertisement incurred by the IPRD, Jharkhand Government, India.
- Editing the English Internal Publication (Tata Steel Times) of Tata Steel, Jamshedpur, India.
- Organized materials and completed various clerical tasks to support event management and press operations.