MEDHA PRIYA

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UX Work Experience

UX Designer - JP Morgan Chase   (Aug 24 -)
Enhancing day-to-day digital experience for 300k JPMC employees
- **Lead designer** of Assistant Insights (desktop task manager) used by 190k employees globally (CSAT=82 CES=86)
- Collaborated with Moveworks to drive Assistant's evolution into **Agentic AI** & leading UX to deploy first MVP on Teams
- Executed **end to end redesign** of Assistant Insights in alignment with new design system across **7 releases**
- Spearheaded UX for **2 projects outside BAU:** SkillSync (training portal) & SAFE (System Anomaly Forecast Engine)

UX Designer - Samsung Research Institute   (Jul 23 - Jan 24)
Exploring new-age tech to create USPs for global flagship products
- Created **experience concepts** for Samsung's **XR headset** targeting GenZ audience through engaging use cases
- Explored the application of **Gen AI in AR/VR** environments to enhance personalisation, efficiency & collaboration
- Conducted **user research** to uncover behavioural patterns, needs & expectations around **AI-driven XR experiences**

UX Designer - Margati   (Jul 23 - Jan 25)
American startup using AI to build community & achieve targets
- Served as the **sole UX designer**, leading end-to-end user experience design across web & mobile platforms
- Delivered **100+ high-fidelity screens** & collaborated cross-functionally to ship MVP & secure first round of investment

UX Designer - Spoon Money   (Sep 22 - Dec 22)
Fintech startup & neo-bank empowering GenZ with credit cards
- Managed a **3-member UX team** & oversaw design of the mobile app, website, & supporting brand collateral
- Established the complete **product design system** using variables including colors, typography, components & icons

Other Work Experience

Design Lead - The ClimAct Initiative   (Jan 23 -)
NGO educating & mobilising youth for climate change activism
- Defined **brand identity**, brand guidelines & visual direction
- Designed **full suite of assets** across digital & print; reports, graphics, presentations, ads, banners, posters & brochures

Green Building Analyst - EDS   (Aug 19 - Jun 21)
Advisory firm for ESG, green buildings & sustainability consulting
- Partnered with Govt. of India to develop **sustainability roadmaps** for 100+ institutions & attain energy efficiency
- Supported **green building certification** of 7 factories in Bangladesh to ensure well-being & safety for 50K+ workers

Architect - Arcop Associates   (Sep 18 - Jul 19)
Design firm undertaking large scale public-sector development
- **Participated & won design competition** by MHRD to design 200+ acres of IIM Vizag, competing against 10 invited firms
- Drafted & released **tender drawings for 2000+ acres** of ongoing projects (IIT Hyd, IIM Kashipur & IISER Tirupati)

Skills

Product Design | UI/UX Design

UX Research | Rapid Prototyping

Conversation UI | Design Systems

AR/VR/XR | Visual Design

Education

Master in Interaction Design (2021-23)
National Institute of Design, Bangalore
- Achieved **All India Rank 02** in entrance exams & **CGPA of 8.2**
- Elected **Placement Coordinator**; managed process for 400+ students
- Founded **IXD Symposium**; hosted 16 speakers on AI & interaction design

Bachelor of Architecture   (2013-18)
Birla Institute of Technology, Mesra
- Elected **Vice President**, Architecture Society; organised 10+ workshops
- Nominated **Design Head**, Bitotsav (10K+ footfall); led 30 member team

Class XII - 91.00%   (2013)
JVM Shyamli, Ranchi

Class X - 93.25%   (2011)
Loreto Convent, Ranchi

Achievements

TEDx Speaker at GPREC, Kurnool
Invited to deliver a speech
'Life by design: A creative plan for life'

Youth Transport Fellowship
Awarded 12 month funded fellowship
by UMI & Rockefeller Foundation

ValueLab 24hr Designathon
National Winner - Achieved 1st place
out of 200+ teams (Team of 2)

Dr. Reddy Design Challenge
National Finalist - Shortlisted as Top 5
out of 550+ teams (Team of 3)

COP'26 United Nations
Selected by UN to represent India as a
Green Architect & climate activist