

PRIYANKA MADHU

User experience designer | MA Media Management

EXPERIENCE

Senior Product Designer | Sam's Club

Jan 2022 - Present - Walmart - Dallas, TX

Negotiation Platform :

Collaborated with product, operations and merchants to design supplier negotiation tools that reduces preparation time, connects workflows and delivers powerful insights for negotiations covering over \$XXB in annual revenue yielding an incremental profit of \$XXM since inception. Redesigned the entire workflow of the existing application to improve efficiency and process time between merchant and supplier communications.

Pricing and Exit optimization :

Designed various tools for pricing managers to determine optimal product pricing with diverse business metrics including sales, revenue and recovery rate along with product managers, diverse stakeholders in various categories of the business.

Gen AI Experimentation:

A new Competitor Intelligence tool for pricing managers to create matches between Sam's items and competitor UPCs or URLs, to track competitor in-store pricing data (Walmart MVP) to drive strategic pricing decisions. From highly manual, time consuming, spreadsheet and database-centric process to onboard match and price feed integrations across other channels and competitors.

Lead Associate Designer | Cognizant Technology Solutions

Oct 2011 - Jan 2022 - India, UK & USA

Wynn Resorts - Las Vegas

Defined the UI guidelines, and usability requirements for the mobile app. Worked along with key stakeholders, Development and Product Marketing on challenges and needs across all the cross functions in the resort. Released the app in the app store and worked on user feedback interactions. Built the team by training and onboarding designers on the project.

World Bank - Washington DC

Strategizing and designing the digital transformation model for the employee portals and bringing harmony between various interfaces under one design roof. Conducted user interviews and surveys on the intranet product for all members of the bank on their daily usage. Around 10,000 employees access the intranet.

United Utilities - Manchester, UK

Executed the research and design for the mobile app initiative that is now being used by customers across UK. Drove the planning and execution of the project in a fast paced Agile environment and managed the product design backlog. The product is being released in the App store successfully and post launch activities have been successful.

Multiple Clients - Toyota, CVS Caremark, Aetna, John Lewis Retail

9+ years of design experience in E-Commerce, Retail, Healthcare, Insurance, Travel & Hospitality, Banking, Finance and logistics domain across geographies working in Agile / Waterfall methodologies. Proven record in bringing value adds to customers, increased revenue for the employer, career growth for self and the team.

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EDUCATION

Madras University - MOP Vaishnav College

MA Media Management

2009 - 2011

Madras University - Ethiraj College

B.Sc Visual Communication

2006 - 2009

EXPERTISE

Thought Leadership

Training and Mentoring

Project Planning and Execution

Team Collaboration

Recruitment and Onboarding

Stakeholder Presentation

SKILLS

Design

Interaction design, Information Architecture, Wireframing, Low & Hi-fi Prototyping, Visual Design, Illustrations, Iconography, Storyboarding

User Research & Analysis

User interviews, Survey, Personas, Contextual Inquiry, Focus Group, Task analysis, Affinity Map, Empathy Map, User Journey Mapping, A/B test, Usability Testing, Co-design workshops

Tools

Sketch, Figma, Adobe XD, Invision, Zeplin, Adobe Illustrator, Usertesting.com, Principle, Miro

AWARDS

Runner up Design award

Sams Club Innovation Jam
2021

BOOTSTRAP- Best Design Award

Award from Cognizant Application Solutions
2013

RUN Machine Award

For outstanding research contribution for the CHOLA Banking & Finance project.

Star of the Month

Award from Aetna for dedication and on time delivery.