

PRIYANKA MADHU

Experience Strategist - Senior Product Designer | MA Media Management

EXPERIENCE

Experience Strategist | Sam's Club | B2B & B2C | SaaS | Gen AI

Jan 2022 - Present - Sam's Club (Walmart) - Dallas - Texas, Bentonville - Arkansas.

In-Club Experience - Signage, Cafe and Demo Cart experiences.

My impact at Sam's Club is rooted in measurable improvements to member trust, clarity, and operational confidence across one of the most critical in-club surfaces. I operate at a system level, where design decisions are validated through member research, analytics, real-world observation, and post-launch feedback loops.

- 89.4% of members rate price signage as highly important artifact.
- 70% use signage to compare options and decide what to buy.

Senior Product Designer - Merchandising Platforms

- Partnered with product, operations, and merchants to design supplier negotiation tools that streamlined workflows, reduced prep time, and delivered actionable insights for negotiations supporting over \$XXB in annual revenue and generating \$XXM in incremental profit. Redesigned end-to-end workflows to improve efficiency and merchant-supplier communication processes.
- Designed pricing optimization tools for pricing managers using key business metrics such as sales, revenue, and recovery rate.
- Led research-to-rollout for a GenAI-powered competitor intelligence tool enabling pricing managers to match Sam's Club items with competitor UPCs/URLs and in-store pricing data, transforming a manual spreadsheet-driven process into a scalable automated pricing intelligence workflow.

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 designing B2B, B2C SaaS products working in Agile / Waterfall methodologies across different geographies. 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

Agile 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, Moodboards

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

Figma, Lovable, Claude, Adobe XD, Invision, Zeplin, Adobe Illustrator, Usertesting.com, Principle, Miro, JIRA, Confluence, Code Puppy, Airtable.

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.