Priyanka Parab

Lead UX Designer

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Summary

Lead UX Designer with 12 years of experience in product and UX design, including 4+ years leading design for CommerceHub at Cimpress, an order management and CRM platform used by 5,000+ agents across 8 businesses in the US, Canada and Europe. Specialises in simplifying complex, high-volume operational workflows for enterprise and B2B users, building component-driven design systems, and setting UX direction with product and engineering leaders. Leads and mentors designers, runs design critiques, and uses AI to build design systems and prototypes quickly.

Skills

Product Design | UX Strategy | Design Leadership | Team Mentoring | Interaction Design | Information Architecture | Enterprise / B2B UX | Design Systems | User Research | Usability Testing | Journey Mapping | Wireframing | Prototyping | Mobile App Design | Accessibility | Stakeholder Management | Cross-functional Collaboration | Figma | AI-assisted Prototyping | Claude Code

Experience

Lead UX Designer, Cimpress — Mar 2022 – Present

- Lead UX for CommerceHub, the order management and CRM platform used by 5,000+ customer care and sales agents across 8 businesses in the US, Canada and Europe.
- Lead a team of 2 designers and run design critiques for 2 more; partner with 3 product and engineering teams to set priorities and design direction.
- Redesigned high-volume agent workflows: bulk remediation (replace, refund, credit and cancel line items in bulk, including Excel upload), cart views that scale to 270-item orders, and multi-address shipping so agents no longer duplicate orders for each address.
- Designed payment-failure visibility for finance agents (SEPA, refunds) and search error messages that tell permission issues apart from searches with no results.
- Led the GDPR customer deletion workflow as both PM and designer, automating a highly manual process and moving ownership from the support team back to the businesses.
- Created Tessera, a design system built from scratch with AI, for the data-dense screens of back-office order management and CRM tools. It made prototyping very fast and lets the system itself change on the fly, speeding up both design and product decisions.
- Drive UX governance and design maturity across order management tools.
- Introduced handling time (AHT) and click-count metrics for core and critical workflows across the order management tools, to check that the experience holds up and to keep improving toward a north-star target.

Senior Product Designer, Freight Tiger — Mar 2021 – Feb 2022

- As the sole designer, designed a mobile app for an aggregated marketplace connecting freight demand and supply across the Indian freight market, built for low-end Android phones used by heavy-vehicle drivers and fleet owners with little tech experience.
- Redesigned logistics workflows and operational dashboards to support high-frequency decision-making.
- Simplified complex, data-heavy interfaces through stronger hierarchy and clearer interactions.
- Worked with product stakeholders to align UX decisions with business outcomes and platform constraints.

Product Designer, Trepup **Aug 2018 – Jul 2020**

- Delivered end-to-end product design across discovery, user flows, prototyping and UI.
- Introduced responsive web design and built a scalable, component-driven design system.
- Redesigned core modules and researched new features, including a like and comment module to improve engagement.

Head of Design, Zweat **Sep 2017 – Apr 2018**

- Set design direction and experience strategy for early-stage product initiatives.
- Owned design deliverables and led content and marketing communications aligned with product goals.

UI Designer, DronaHQ **Nov 2015 – Mar 2017**

- Designed enterprise employee engagement apps for web and mobile, from wireframes to high-fidelity mockups.
- Built and maintained a UI library and upheld UX best practices across enterprise internal tools.

UI / UX Designer, Genuus Brand Advisory **Jan 2015 – Nov 2015**

- Designed responsive websites, back-end dashboards and mobile apps for client projects, from user journeys and wireframes to final UI.

Education

MBA, Marketing – ITM Group of Institutions 2015 – 2017

BA (Hons) Design Communication – LASALLE College of the Arts 2011 – 2014

Bachelor of Mass Media (BMM), Advertising and Public Relations – SIES College of Arts, Science and Commerce 2006 – 2009

Languages

English, Hindi, Marathi