

Priyanka Verma

Enterprise UX & Product Design Leader | UX Strategy | Design Governance | AI-Augmented Design

(User Research • Design Thinking • UX Strategy • Design Governance • Enterprise UX • AI-Augmented Design)

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PROFESSIONAL SUMMARY

Enterprise UX & Product Design Leader with 17+ years of experience driving UX strategy, digital transformation, and enterprise product initiatives across large-scale government and business platforms. Proven expertise in aligning **user needs, business objectives, and technology capabilities** to deliver **intuitive, scalable, and accessible digital experiences** that improve **operational efficiency** and **user adoption**.

Experienced in leading **end-to-end UX strategy** through **stakeholder discovery, workflow analysis, information architecture, interaction design, prototyping, usability evaluation, accessibility, implementation validation, and design governance**. Adept at translating **complex business processes** into **user-centered product experiences** while collaborating with **product management, engineering, quality assurance, business stakeholders, and executive leadership**.

Recognized for establishing **design quality standards**, mentoring **multidisciplinary teams**, strengthening **cross-functional collaboration**, and enabling **enterprise-scale product delivery** through structured **UX practices and design governance**. Strong advocate of **Design Thinking, Product Thinking, and evidence-based decision-making**, with growing expertise in **AI-augmented design workflows, Conversational UX, prompt engineering**, and emerging **human-AI interaction** patterns. Passionate about creating **impactful digital products** that balance **user value, business outcomes, and long-term product sustainability**.

EXECUTIVE VALUE PROFILE

UX Strategy & Product Leadership	Enterprise Transformation & Delivery	AI-Augmented Design & Governance
Drive UX strategy and product thinking to transform complex business requirements into intuitive, user-centered digital experiences.	Lead enterprise UX initiatives through stakeholder collaboration, workflow optimization, cross-functional execution, and implementation validation.	Establish scalable design governance practices while leveraging AI-assisted workflows, Conversational UX, and prompt engineering to improve design quality and productivity.

CAREER HIGHLIGHTS

- **17+ years** of experience delivering enterprise UX, digital transformation, and product design solutions across government and business domains.
- Led UX strategy, design execution, and implementation validation for **large-scale enterprise and e-Governance platforms**, collaborating with multidisciplinary teams throughout the product lifecycle.
- Directed stakeholder discovery, workflow analysis, information architecture, interaction design, and usability improvements to simplify complex business processes and enhance user experiences.
- Established UX governance practices through design reviews, accessibility compliance, implementation validation, and reusable design standards to improve product consistency and quality.
- Managed and mentored multidisciplinary design teams, fostering collaboration, design excellence, knowledge sharing, and continuous improvement.
- Worked closely with Product, Engineering, QA, and business stakeholders to align user needs with business objectives and delivery priorities.
- Successfully contributed to the delivery of nationally significant digital initiatives, including **PFMS, NAVJIVAN (PENCIL 2.0), GovDrive**, and an **AI-powered IT Assistance Chatbot**, supporting digital modernization and enterprise transformation.
- Recognized for leadership, design excellence, and successful delivery through multiple organizational awards and appreciation from senior government leadership.

EXECUTIVE EXPERTISE

- Enterprise UX Strategy | Product Design Leadership | UX Architecture | Product Thinking
- Design Thinking | User Research & Discovery | Stakeholder Workshops | Information Architecture
- Journey Mapping & User Flows | Interaction Design | Wireframing & Prototyping | Design Systems
- Accessibility (WCAG & GIGW) | Usability Testing | Design Governance | DesignOps
- Implementation Validation | UX Quality Assurance | Cross-functional Leadership | Agile Product Delivery
- AI-Augmented Design | Conversational UX | Prompt Engineering | Digital Transformation

LEADERSHIP & DESIGN GOVERNANCE

- Led UX strategy from discovery through implementation, aligning user needs with business objectives across enterprise initiatives.
- Facilitated stakeholder workshops, requirement discovery, and workflow analysis to define scalable, user-centered solutions.
- Established design governance through design reviews, implementation validation, accessibility compliance, and reusable UX standards.
- Collaborated with Product, Engineering, QA, and business stakeholders to ensure design quality throughout the software development lifecycle.
- Mentored multidisciplinary design teams by promoting design thinking, knowledge sharing, and continuous improvement.

AI-AUGMENTED DESIGN PRACTICE

- AI-assisted requirement analysis and UX documentation
- Prompt engineering for design exploration and productivity
- Conversational UX design and human-AI interaction
- AI-enabled ideation, workflow optimization, and content generation
- Practical application of ChatGPT, Claude, and Gemini to enhance design quality, efficiency, and decision-making

PROFESSIONAL EXPERIENCE

CIPL | UX Architect & Design Manager | February 2019-March 2026

Led UX strategy, enterprise product design, workflow transformation, and implementation governance across multiple government and enterprise digital initiatives. Partnered with business stakeholders, engineering, QA, and leadership teams to deliver scalable, user-centered solutions while mentoring a 12-member design team and establishing UX quality standards.

KEY PROJECTS

NAVJIVAN (PENCIL 2.0) | Ministry of Labour & Employment

Role: UX Architect & Functional Transformation Lead

Business Goal

Modernize the labour compliance platform to simplify inspections, improve operational efficiency, and enhance the experience for over 1 million registered users.

Key Contributions

- Defined UX strategy and workflow transformation for a large-scale labour governance platform.
- Facilitated stakeholder workshops to align business objectives with user needs and product priorities.
- Simplified complex compliance workflows through journey mapping, information architecture, and interaction design.
- Established reusable UX patterns and supported implementation validation across Web and PWA platforms.
- Mentored a 12-member design team while collaborating with Product, Engineering, QA, and business stakeholders throughout delivery.
- Ensured accessibility and GIGW compliance through design reviews and usability evaluations.

PFMS Website Revamp | Ministry of Finance

Role: UX Lead & Project Coordinator

Business Goal

Redesign the national Public Financial Management System website to improve discoverability, accessibility, and user experience for a diverse stakeholder ecosystem.

Key Contributions

- Led UX strategy and coordinated end-to-end project delivery across design, development, QA, and client teams.
- Restructured information architecture, navigation, and responsive layouts to improve usability.
- Conducted stakeholder workshops and translated business requirements into scalable design solutions.
- Validated frontend implementation and supported executive presentations, issue resolution, and compliance with government digital standards.

Recognition

Website inaugurated by the Finance Secretary of India and appreciated by senior PFMS leadership for effective coordination and timely delivery.

PFMS Platform & SNA Dashboard | Ministry of Finance

Role: UX Lead

Business Goal

Enhance financial monitoring and decision-making through intuitive dashboards and workflow-driven enterprise modules.

Key Contributions

- Designed workflow-centric dashboards to improve operational monitoring and information clarity.
- Collaborated with government stakeholders to enhance reporting, information hierarchy, and usability.
- Delivered UX improvements across multiple PFMS modules supporting enterprise-scale financial operations.

Recognition

Received organizational recognition for design contribution and stakeholder coordination during the launch of the PFMS-SNA Dashboard.

GovDrive | National Informatics Centre (NIC)

Role: UX Architect

Business Goal

Design a consistent user experience across desktop, web, tablet, native mobile, and analytical dashboard applications for an enterprise document management platform.

Key Contributions

- Designed user experiences for desktop, responsive web, tablet, native mobile, and analytical dashboard interfaces.

- Created information architecture, user flows, navigation structures, wireframes, and high-fidelity UI designs for multiple application modules.
- Collaborated with client stakeholders to understand requirements, refine design solutions, and incorporate iterative feedback.
- Delivered production-ready Figma design assets and design specifications for development handoff.
- Improved workflow clarity and information presentation to enhance usability across multiple platforms.

AI-Powered IT Assistance Chatbot | ONGC

Role: UX / Interaction Design Contribution

- Designed conversational UX patterns for an AI-powered IT support assistant.
- Defined interaction flows and guidance patterns for efficient task completion.
- Collaborated with technical teams to align chatbot responses with user expectations.
- Applied prompt engineering and AI-assisted design methods for documentation, ideation and workflow optimisation.

TOOLS & TECHNOLOGIES

- **Design:** Figma, Adobe XD, Photoshop, Illustrator
- **UX:** Journey Mapping, User Flows, Information Architecture, Prototyping, Design Systems, Responsive Web & Mobile Design, Native Mobile UX, Design Systems, WCAG 2.1 Accessibility, Interaction Design, Visual Design
- **Research:** User Research, Usability Testing, Heuristic Evaluation
- **Frontend:** HTML, CSS, Bootstrap, Responsive Design
- **Technical:** Basic JavaScript, ASP.NET, SQL
- **AI:** ChatGPT, Claude, Gemini
- **Collaboration:** Cross-functional Coordination, Design Reviews, Stakeholder Workshops

GOVERNMENT & DIGITAL GOVERNANCE EXPOSURE

- Ministry of Finance (PFMS)
- National Informatics Centre (NIC)
- Ministry of Labour & Employment
- Ministry of Human Resource Development (MHRD)
- GIGW-compliant government platforms
- Workflow-driven governance systems
- Multi-stakeholder public sector delivery environments

OTHER PROFESSIONAL EXPERIENCE

- Senior Web Designer (UI/UX) | JMC Overseas Pvt. Ltd., New Delhi | Jul 2016 – Jan 2019
- Freelance Web & UI Designer | Priyanka Creations, New Delhi | Feb 2013 – Jun 2016
- IT Expert | EdCIL (India) Ltd. (MHRD), New Delhi | Jun 2010 – Feb 2012
- Senior UI & Web Designer | Straton Management Services, New Delhi | Mar 2009 – Apr 2010

- Web & Flash Designer | Razorgator Technologies, Bengaluru | Dec 2006 – Nov 2008
- Design Executive | ORQO Design House, Bengaluru | Oct 2005 – Nov 2006

EDUCATION

- Project Management Certification – IIM Indore
- Post Graduate Diploma in Animation & Multimedia – CDAC
- B.Tech. in Computer Science – RML Awadh University

CERTIFICATIONS ((PMI) ® & LINKEDIN)

- ❖ Generative AI
- ❖ Scrum: Basic & Advance
- ❖ Transitioning from Waterfall to Agile Project Management
- ❖ Cert Prep_ PMI Agile Certified Practitioner (PMI-ACP)
- ❖ UX Foundations: Interaction Design
- ❖ User Experience for Web Designer

AWARDS & ACHIEVEMENTS:

- **Outstanding Performance Award – GovDrive Project | CIPL | 2025**
Recognized for successfully delivering UX designs for three multi-platform enterprise applications within a compressed three-month timeline.
- **Best Engineer of the Month – CIPL | 2024**
Awarded for outstanding coordination and successful delivery of the PFMS Website Revamp, inaugurated by the Finance Secretary of India.
- **Appreciation Certificate – PFMS-SNA Dashboard | Ministry of Finance | 2022**
Recognized by the Joint Controller General of Accounts for independently delivering innovative dashboard designs and executive presentations. The platform was inaugurated by the Hon'ble Finance Minister of India.
- **Ministerial Appreciation – MHRD Newsletter | 2011**
Received appreciation following the successful design and launch of the Ministry newsletter, inaugurated by the Hon'ble Minister of Human Resource Development.