

Priyamwada Pandey

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Product Designer with 3+ years on AI products and payment/monetization flows, applying systems thinking and stakeholder collaboration to navigate ambiguity. I specialize in complex multi-step workflows and high-stakes UX design. Designed across early-stage startups and mature design orgs.

EXPERIENCE

Product Designer @ Heartland Community Network

Bloomington, IN • Jun 2026 - Present

Designing client products across marketplace and consumer mobile apps.

- Designed the monetization system for a two-sided ad marketplace by defining upsell and upgrade flows for comparing pricing, revenue splits, and payment flows for advertiser and broadcaster roles.
- Designed payments and monetization for a food-focused mobile social app by defining premium subscription billing, paywall UX, payout onboarding, and in-app payment method flow.

Conversational AI Design Intern @ Rocket Mortgage

Detroit, MI • May 2025 - Aug 2025

Conversational UX design for a fintech mortgage assistant.

- Designed a transparent, human-in-the-loop handoff flow for Rocket Assist, a product spanning **6.8M + client conversations**, to improve chat retention; **96% reduction in frustration** as reported by clients.
- Led user research and usability testing with 8 Rocket Mortgage clients against defined success criteria; **92% of participants** rated the redesign more helpful and trustworthy than the existing assistant.
- Advanced feature proposals into the next roadmap through prioritization of 3 interaction patterns from dozens of pain points, using strong communication skills to align PMs, engineers, and SMEs.

Product Designer @ Tars Technologies

Bengaluru, India • Mar 2022 - Jul 2024

No-code AI agent builder platform for B2B SaaS customer support and sales

- Reduced repetitive task-related queries by ~74%** in beta by designing Asimov, a human-AI collaboration tool for Slack that orchestrated knowledge discovery, app integrations, and automated workflows.
- Cut chatbot troubleshooting time by ~70%** by designing and shipping Debug Mode, an automated testing feature that surfaced failing nodes across complex, large agent canvases for the CX team.
- As one of the first two designers**, set up the design team processes, created the design system, component libraries, and a cross-functional design-dev handoff process with product and engineering.

Product Design Intern @ Tars Technologies

Bengaluru, India • Sep 2021 - Feb 2022

- Gave **~85 active clients** their first native chatbot evaluation and monitoring view by building Tars analytics end-to-end from scratch across 10 visualization types.

PROJECT • PRODUCT DESIGNER, SALESFORCE-SPONSORED PROJECT

Bloomington, IN • Aug 2025 - Dec 2025

- Led information architecture and interaction design** for an AI-assisted academic planning product, defining explainable AI design patterns and disclosure copy; validated across 6 rounds of student testing.

SKILLS

- Interaction Design:** Agentic Interfaces, Conversational UI, Information Architecture, Prototyping, Payment Flows, Monetization, Fintech, Design Systems, Mobile, Accessibility, WCAG, Visual Design, Typography
- Tools:** Figma, Cursor, Claude Code
- Research & Validation:** User Research, Usability Testing, Wireframing, Interviews, A/B Testing

EDUCATION

MS Human-Computer Interaction @ Indiana University Bloomington

May 2026

Bachelor of Architecture @ Amity University

May 2019