

Priyanka Verma

UX Architect

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Professional Summary

With 16 years of experience in the IT industry — including **8 years** in UI/UX design **6 years** as UX architect and **3 years** in project leadership — I bring a distinctive blend of design strategy, digital transformation expertise, and cross-functional team leadership. My academic foundation includes a Project Management program from IIM Indore, a PGD in Animation & Multimedia from CDAC, and a B.Tech. in Computer Science from RML Awadh University.

Currently, I serve as **UX Architect** & Manager at CIPL, leading a 12-member team on a digital transformation project for the Ministry of Labour & Employment. Previously, I headed UX efforts for GovDrive (NIC) and led a record-timeline revamp of the PFMS portal. My core strengths lie in government digitalization, stakeholder collaboration, and multi-platform UX delivery.

Core Strengths & Achievements

- **Strategic UX Leadership:** Defined UX vision and structure for national-level digital platforms impacting millions of users
- **Multi-Platform Design Delivery:** Led UX for desktop, web, mobile, and dashboards with consistent user experience
- **Government Digitization Expert:** Specialized in user-centric design for policy-driven, compliance-heavy platforms
- **Team Management:** Managing cross-functional teams across design, development, testing, and QA
- **GIGW & Agile Compliant:** Deep understanding of government UX regulations and fast-paced delivery through Agile practices
- **High Stakeholder Collaboration:** Worked with senior government officials including Sr. CGA, Directors, and Technical PMs

Core Skills

UX Strategy & Architecture
Design Leadership & Mentorship
User Research & Journey Mapping
Wireframing & Prototyping
Interaction & Visual Design
Usability Testing & Design Thinking
Agile & SDLC Process Compliance
Presentation & Video Design Supervision
Brand & Multimedia Consistency
Venture Building & Digital Innovation
Stakeholder Communication & Reporting
Design Systems & Standards Implementation

Software Skills

HTML 4
CSS 3
Bootstrap 5
Javascript
ASP.net basic
Figma
Adobe Photoshop
Adobe XD (knowledge)
Adobe Illsutrator

Selected Project Experience at CIPL

PENCIL Portal (Ministry of Labour & Employment) (March 2025 – Present)

Project: PENCIL

Role: UX Architect & Manager

- Led UX strategy, architecture, and team of 12 professionals (designers, developers, testers, QA)
- Digital transformation of labor classification system using scalable PWA and web portals
- Recognized for end-to-end redesign of complex workflows in compliance with GIGW

GovDrive (NIC Project) (August 2024 – January 2025)

Multiples UX deliveries for different platforms like: Desktop Application, web application, Mobile application and analytic dashboard designs

Project: GovDrive

Role: UX Architect

- Successfully delivered UX across desktop, mobile, web, and dashboards
- Ensured consistent, accessible design across platforms
- Collaborated with NIC teams and stakeholders throughout development lifecycle

PFMS Website Revamp (Ministry of Finance) (January 2023 – March 2023)

Designed LOGO for PFMS and lead PFMS new website launch.

Multiples UX/UI deliveries for different media: website, web portals, web applications, other designing tasks (Printing and Digital media)

Project: PFMS website (other projects as well)

Role: UX Lead & Project Coordinator

- Delivered full website redesign within 3-months timeline
- Led UI/UX team and managed cross-functional collaboration with QA, developers, and security audit teams
- Adhered to GIGW standards and implemented user-centric design approach

Other Professional Experience

- Sr. Web Designer (UI-UX), JMC Overseas Pvt. Ltd, New Delhi | July 2016 – Jan 2019
- Freelancer Web & UI Designer, Priyanka Creations, New Delhi | Feb 2013 – Jun 2016
- IT Expert, EdCIL India Ltd (MHRD), New Delhi | July 2010 – Feb 2012
- Sr. UI & Web Designer, Stratton Management Services, New Delhi | Mar 2009 – Jun 2010
- Web & Flash Designer, Razorgator Technologies, Bangalore | Dec 2006 – Nov 2008
- Design Executive, ORQO Design House, Bangalore | 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) in 2020-23:

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

Awards & Achievements:

- **PFMS-Website launch 2024**
Inaugurated by Finance Secretary Mr. T.V. Somnathan. Recognized by Joint CGAs, Dpt. CGAs, and ACA for excellent coordination among teams and prompt client-requested updates.
Awarded Best Engineer of the Month by CIPL
- **PFMS-SNA Dashboard launch 2022 Award**
Inaugurated by Finance Minister Smt. Nirmala Sitharaman. Awarded a certificate by the Joint CGA for independently delivering innovative designs and presentations.
- **MHRD Newsletter launch-2011**
Independently designed an outstanding newsletter, leading to its successful inauguration by MHRD Minister Mr. Kapil Sibal, showcasing exceptional creativity and dedication.