

PRIYANK JADAV

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SUMMARY

Product Designer with 3+ years in white-label B2B2C SaaS across non-profit, POS, healthcare, and EV products, specializing in multi-brand design systems, measurable workflow redesigns, and WCAG/AODA-compliant experiences.

EXPERIENCE

Product Designer | RhythmQ | Mississauga, ON | Oct 2025 – Present

- Redesigned a legacy scholarship platform around a single General Application with 1-click apply, cutting applicant time by 75%.
- Designed modular form setup and automated eligibility filtering, making admin setup 80% faster and delivering 100% qualified applications.
- Built a multi-brand atomic design system with semantic tokens and Figma variable modes, audited to WCAG and AODA.

Product Designer | Smooth Commerce | Toronto, ON | Apr 2025 – Sep 2025

- Designed white-label B2B2C POS systems and merchant admin portals across web, desktop, and tablet.
- Rebuilt the design library in Figma with primitive-to-semantic tokens in 12 weeks, cutting client onboarding and design time by up to 50%.
- Standardized 100% of ordering and checkout flows across client brands and ran heuristic evaluations of financial workflows.

Product Designer | Intelligent Medical Cloud (iMed) | Remote | Apr 2024 – Mar 2025

- Sole designer of a HIPAA/PIPEDA-compliant clinic suite unifying inventory, patient CRM, and invoicing via Stripe, Shopify, and WooCommerce.
- Redesigned patient onboarding and automated Stripe invoicing, saving staff 10 hours per week and speeding financial cycles by 15%.
- Ran A/B tests with clinic admins (85% preferred a list view) and built an atomic design system across 50+ screens to WCAG AA.

UX Designer | Mimo IT | Remote | Oct 2023 – Mar 2024

- Designed EVup, an EV charging feature, retaining 85% of users post-MVP and cutting booking drop-offs by 45%.
- Built a design system that reduced admin task time by 30%; UX audits and A/B testing lifted feature adoption by 35%.

Product Designer | SmartSave | Remote | Jan 2023 – Jun 2023

- Designed an accessible personal finance mobile app with AI-powered savings plans for younger users.

EDUCATION

Bachelor of Computer Science (Honours) | Algoma University | Brampton, ON | Dec 2025 | GPA 3.8/4.0

SKILLS

Design & Research: Product Design, Service Design, Design Systems, Design Tokens, Information Architecture, User Flows, User Interviews, A/B Testing, Heuristic Evaluation, Accessibility (WCAG, AODA)

Tools & Code: Figma, Framer, Adobe XD, Zeplin, Claude Code, GitHub, HTML, CSS, Python