

Priya Navarro

Senior Product Designer

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Human-centered product designer who turns ambiguous problems into shipped, measurable outcomes — systems thinker, prototyping generalist, and fluent partner to engineering.

Experience

Senior Product Designer

Mar 2022 – Present

Nexa / San Francisco, CA

- Led end-to-end design for Nexa's collaborative whiteboard product, growing weekly active designers by 42% across two quarters.
- Built and maintain the Nexa Design System (180+ components) in Figma, cutting new-feature design time by 35% across six product squads.
- Partnered with engineering to ship real-time cursor-presence and commenting, reducing reported collaboration bugs by 60%.
- Ran continuous-discovery interviews with 25+ enterprise customers per quarter, converting findings into a prioritized design backlog.

Product Designer

Jul 2019 – Feb 2022

Synapse / Austin, TX

- Redesigned the Synapse checkout flow, lifting completion rate from 71% to 86% and recovering an estimated \$1.2M in annual revenue.
- Introduced componentized Figma libraries adopted by all four product teams, shortening design-QA cycles from 5 days to 2.
- Facilitated quarterly design critiques and onboarded six junior designers onto a shared craft rubric.

UX/UI Designer

Jun 2017 – Jun 2019

Vertex / Portland, OR

- Designed the Vertex onboarding flow that raised day-7 activation from 38% to 54%.
- Built the company's first cross-platform icon and typography system, retiring three inconsistent legacy style guides.

Selected Case Studies

• Nimbus Design System

Governance model and 180-component library powering six product squads at Nexa.

🔗 [View in Figma](#)

• Apex Checkout Redesign

Funnel research and prototyping that lifted mobile conversion by 15 points at Synapse.

🔗 [View in Figma](#)

• Meridian Onboarding

Activation research to prototype that grew day-7 retention 16 points for Meridian.

🔗 [View in Figma](#)

Skills & Tools

Design Practice

- Product & interaction design
- Design systems & component governance
- Rapid prototyping & usability testing
- Design critique facilitation

Tools

- Figma, FigJam, Framer
- Principle, Maze, Notion
- Basic HTML/CSS handoff
- Miro, Linear

Education

BFA, Graphic & Interaction Design

Calder Institute of Design, Providence, RI

2013 – 2017

Honors, Dean's List