PRIYANKA DHAPARE

Senior Product Designer | B2B SaaS, AI and Complex Workflows

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I've spent **6+ years** designing B2B SaaS, enterprise and B2C products, in-house and at agencies. At AutoTrader.ca, I turn complex B2B workflows into tools salespeople actually use: I design Activix, a CRM for 500+ car dealerships, and lead its AI and European expansion work.

WORK EXPERIENCE

AUTOTRADER.CA (AUTOSCOUT24)

Senior Product Designer | Oct 2022 - Present

Design partner to three AutoSync product squads, including 16+ engineers. Earned the **Better Together Award**.

- **AI drafting:** Designed Activix's first live AI feature, Generate AI Draft, now used by about 75 dealerships. Its drafts earn **40 to 50% more replies** than manual outreach, and 80% go out without edits. Lead the AI suite behind it.
- **Interaction model:** Chose "generate first, refine after" over a prompt box: in testing, salespeople wouldn't prompt before seeing value. 43 of 50 pilot dealers kept it; the paid add-on is on track for **$237K a year** in new recurring revenue.
- **AI initiative:** Started the design org's AI program and lead it with 3 peers for **all 30 designers** at AutoScout24, AutoTrader.ca and AutoSync. Audited AI in 4 products; drafted the AI branding guidelines, now in CPO review.
- **European launch:** Leading Activix's move into **AutoScout24's 45,000-dealer market** as CRM Lite: a 50-dealer pilot in Belgium, then freemium for all Belgian dealers before rolling out across Europe. Built it into AutoScout24's legacy design system; defined its edge after 12 dealer interviews: marketplace signals showing who to contact and how.
- **Customer model:** Redesigned Activix's core model around the customer, not the lead, after **interviews with 20+ dealers**. Now the product direction, designed to auto-resolve about 90% of duplicate leads; piloting from late October 2026.
- **Lead workspace:** Rebuilt the CRM's information architecture around how dealerships actually sell, based on visits and surveys: 12 stacked widgets became 4 stages of the sale. **100% of users** are on the new lead page, up from about 50%.
- **Deal structuring:** Led design for desking inside the lead record, from quote to bill of sale to the back-office system: **3 systems per deal became 1** on the MVP path, now piloting with 6 dealers, narrowed on purpose from 933.
- **Messaging:** Designed a native SMS module that replaced a vendor tool salespeople disliked, solving the CRM's hardest case of tying several leads and numbers to one customer: **100% adoption**, and satisfaction up from about 1.5 to 4.2 out of 5. The paid email campaigns launched alongside it met their first-year revenue target.
- **EV retail:** Designed Volvo's first EV buy-and-configure experience as it commits fully to EVs, plus accessible checkout on Motoinsight, a white-label car-buying platform. They convert **near 2%, about double the nearest competitor**.
- **Platform and quoting:** Owned end-to-end design for Platform at the Centre, which brought the CRM and desking tools together, and designed the quoting module that sales teams at a top-tier automaker use daily.

HPPYHOUR DIGITAL

UX Design Consultant | Sep 2021 - Sep 2022

Design consultancy for early-stage startups, from a brewery to a crypto company.

- Ran discovery workshops with founders and walked them through the work, across several startups at once.
- Delivered marketing pages and products 0 to 1, from journey maps through prototype handoff.

ZYDELO INC.

UI Designer | May 2020 - Aug 2021

Software services firm. Client work included an athlete marketplace and a Udemy-style course platform on stocks.

- Joined as the first design hire and stayed the only designer for almost a year, running several client projects in parallel.
- Set up a reusable style guide, presented designs to clients and worked directly with developers on handoff.

SKILLS

Figma | prototyping | interaction design | design systems | user research | usability testing | accessibility (WCAG) | Claude

EDUCATION

Master of Digital Media, Centre for Digital Media (UBC, SFU, ECUAD, BCIT), Vancouver, BC

Pepita, with Providence Health: shaped the product vision that won the Providence Research Impact Award 2022.

Bachelor of Technology, Computer Engineering, NMIMS University