

Dhanashree Dama

UX Designer & Researcher

A digital problem solver with a background in human-centered design allows me to research, wireframe, prototype, and test with ease. I'm all about designing for real people, real needs, and real outcomes.

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Education

St. Lawrence College, ON

UX Design Post Graduate Certificate: Sept'23 – Apr'24

Algonquin College, Canada (Co-Op), ON

Human Centered Design Post Graduate Certificate: Sept'22 – Sept'23

Projects & Work

Web & Brand Designer CIRA (May'23 – Sept'23)

- Collaborated with marketing team to develop and maintain brand identity. Designed visually appealing websites (WordPress, Drupal) with optimal user experience.
- Produced engaging visual content for digital platforms, ensuring brand consistency and optimization.

UX Research Student Algonquin College (Sept'22– Apr'23)

- **Public Health Agency of Canada** – Collaborated with PHAC on time-sensitive diabetes awareness strategies. Conducted secondary research and online surveys for user interviews, applying UX design skills to address public health issues.
- **Application Portal** – worked on improving a student application portal as part of a UX research course. The existing portal was difficult to navigate, so we conducted user interviews to identify pain points and make it more user-friendly.

UI & UX Designer Field Xperience (Feb'23 – present)

- Improving user engagement and reaching target audience on an educational platform. User research, personas, user interviews and optimized user flow improved experience and retention.
- Employed user-centered design on Figma, collaborating with cross-functional teams, showcasing problem-solving, communication, and design skills.

UI & UX Design Intern Clean Electric (Apr'22–Aug'22)

- Revamped company's visual identity and developed UX/UI of the website, aiding investor onboarding. Successful project with effective pitching, increased website traffic, 15% sales boost, and B2B client onboarding.

UI & UX Design Intern Caarya Solutions (May'22–Aug'22)

- Collaborated on B2B and SaaS products: a professional networking site and rural child growth monitoring platform. Developed information architecture, user flows, personas, and UI design systems.
- Streamlined interfaces in MVPs, reducing cognitive load and increasing efficiency, while gaining empathy as a designer and creator.

UX Designer Netrovert (Dec'20–Dec'21)

- Developed a B2B medical EMR web app with user research and prototypes for clinic admins and doctors.
- Provided a seamless experience with organized content, intuitive interactions, and optimized visual data. Phase-01 prototype resulted in immediate customer benefits.

Softwares

Figma Invision

Sketch UXPin

WIX Shopify

WordPress Zeplin

Webflow Adobe CC

Skills

User Interviews

Wireframing

Branding

UI Design

Typography

Prototyping

Awards

- **Dean's Honors List for academic excellence** Fall 2022 & Winter 2023 (Algonquin College)
- **Re/action Showcase Winner** (Algonquin College)

Attributes

- Curiosity-Driven
- Self-Starter
- Team Player
- Highly Optimistic
- Empathetic
- Self-Motivated
- Adaptable

Certifications

- Microsoft Technology Associate: Software Development Fundamentals
- LinkedIn: UX Researcher
- LinkedIn: Interaction Design
- Ethical Conduct for Research Involving Humans (TCPS 2: CORE 2022)