

Dhanashree Dama *UX Designer & Researcher*

✉ ddc2022@gmail.com 📁 UX Portfolio in LinkedIn Profile 📍 Ontario, Canada

🎯 MY GOAL

I am deeply connected to my purpose of cultivating inclusivity in diversity. This aspires me to design solutions that foster a sense of belonging and unity so that no one is left feeling excluded.

📁 PROFESSIONAL EXPERIENCE

Service Designer, St. Lawrence College, Students Rights and Responsibilities Office (SRRO) 10/2023 – 04/2024 | Kingston, Canada

- Designed an immersive user experience service that guides students from discovering SRRO's benefits to finding solutions for their academic-related concerns and enhance communication.
- Conducted user surveys, contextual qualitative research to gauge the current knowledge of students about SRRO and learnt their challenges through user feedback.

UI & UX Designer, Field Xperience 02/2023 – 11/2023 | Atlanta, US

- Enhanced user engagement of an educational platform through user research & user interviews, and optimized the user flow to enhance overall experience and retention.
- Implemented intuitive user-centered design principles using Figma, collaborating with cross-functional teams to showcase proficient problem-solving, communication, and design skills.

Web Designer, CIRA 05/2023 – 09/2023 | Ottawa, Canada

- Collaborated with the marketing team to conceptualize, develop, and maintain a cohesive brand identity and interface designs.
- Designed visually appealing websites on WordPress and Drupal, using typography, layout/composition, grid systems, iconography focusing on creating an optimal user interface and experience while adhering to WCAG standards.

UX Designer, Netrovert *🌐* 12/2020 – 12/2021 | India

- In an agile environment, developed an EMR web app with user research, journey maps, landscape reviews, trend analysis, personas and prototypes for clinic admins and doctors
- Designed a intuitive experience with organized content, clear information architecture, interactions, and optimized visual dashboard

🧠 SKILLS

User Interviews • Information Architecture • Usability Testing • Customer Journey Mapping
Qualitative & Quantitative Research • Data Analysis • UX Writing • Heuristic Analysis • Resilience
Adaptive • Persuasive • Collaborative • Calculated Risk Taker • Empathetic • Problem Solving
Critical Thinking

📁 PROJECTS

City of Kingston, Ontario *🌐* 01/2023 – 04/2024

- Utilized a combination of secondary and primary user research methodologies, competitor analysis, to address employment challenges encountered by international students residing in Kingston city.
- Engaged in immersive design thinking workshops with end-users to deeply comprehend their needs, aspirations, and pain points, through collaborative ideation and solution generation.

Public Health Agency of Canada (PHAC) [↗](#)

09/2022 – 04/2023

- Collaborated with PHAC on communicating time-sensitive diabetes awareness strategies to build service blueprints and patterns
- Conducted secondary research and online surveys for user interviews, to address public health issues and implemented A/B testing and heuristics analysis to refine and enhance the design of interfaces.

St. Lawrence College [↗](#)

01/2024 – 02/2024

- Conducted user interviews and usability testing, coupled with ethnographic observation techniques, to uncover the pain points experienced by college students when utilizing printers on campus.
- Translated these insights into actionable solutions by designing wireframes and mockups, to reflect the user-centric understandings gleaned from the research process

AWARDS & RECOGNITIONS

UX Research Speaker, CapCHI, Ottawa [↗](#)

08/2023

Re/Action Best Project of the Year, Algonquin College [↗](#)

04/2023

Dean's Honors List for Academic Excellence Fall & Winter Semesters, Algonquin College

04/2023

UX India Conference, Volunteer

09/2019

EDUCATION

Post Graduation in UX Design, St. Lawrence College

09/2023 – 04/2024 | Kingston, Canada

Post Graduation in UX Research, Algonquin College

09/2022 – 08/2023 | Ottawa, Canada

Bachelor's in Fine Arts, Osmania University

09/2015 – 12/2020 | Hyderabad, India

CERTIFICATES

Ethical Conduct for Research Involving Humans TCPS 2: CORE 2022

Dieter Rams: Principles of Good Design • IBM Enterprise Design Thinking Practitioner

Digital Marketing Foundations • Project Management - Agile Foundations

PUBLICATIONS

UX Articles [↗](#)

04/2023

I actively vocalize immigrants hustle, challenges in UX field, the representation women in the design industry, and mental health, to raise awareness and contribute to positive change.

SOFTWARES

Figma • Framer • Optimal Workshop • Miro • Balsamiq • Wix • Webflow • Adobe CC

Microsoft Suite • Mailchimp • Wordpress • Jira

INTERESTS

Learning French • Typography & Motion Graphics [↗](#) • Linkedin Content Creation [↗](#) • UX Writing