



Dhanashree Dama, UX Designer

I am passionate about creating intuitive and user-centered digital experiences that solve real problems for users. With background in graphic design and focus on human-centered design methodologies, I am skilled in conducting user research, creating wireframes, prototypes, and testing.

 /damadhanashree

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Education

Algonquin College, Canada (Co-Op)

Post Graduate Certificate in Human Centered Design - Sept 2022 - Sept 2023

Osmania University, India

Bachelors of Fine Arts (Graphics & UI design) - Sept 2015 - Dec 2020

Projects & Work

UX Research Student Algonquin College (Sept. 2022- May 2023)

- **Public Health Agency of Canada** - As part of our industry project, we are working on a team project with PHAC on creating communication strategies for time sensitive measures on diabetes awareness and prevention.
- We started with secondary research and did literature review to back the problem statement
- We are currently conducting online surveys to gain insights from our target users which will help us gain participants for user interviews
- **Application Portal** - As part of our UX research course, we as a team are working on improving application process majorly focusing on student application portal
- The existing application portal was difficult to navigate and lacked sufficient information about the programs offered by the college.
- So we conducted user interviews to understand painpoints which will help us make the portal user-friendly

UI & UX Design Intern Clean Electric (Apr 2022-Aug 2022)

- Single-handedly developed UX and UI of the website from scratch and revamped the entire visual identity of the company which aided investors onboarding
- This project was a huge success as the website performed effectively for pitching to investors, increased traffic to the website & hiked their product sales by 15% & on-boarded B2B clients

UI & UX Design Intern Caarya Solutions (May 2022-Aug 2022)

- Worked on the UX of B2B & SaaS products (professional networking site and rural child growth monitoring platform) in collaboration with engineers by developing Information Architecture, user flows, user personas and UI design systems
- The MVPs created by us provided the target users with a streamlined and centralized interfaces that reduced cognitive load, optimized time, and increased efficiency.
- These project has taught me to be even more empathetic not just as a designer but also as a human & a creator

UX Designer Netrovert (Dec 2020-Dec 2021)

- I worked on an B2B medical EMR web application, which deals with everything related to clinical management and patient treatment. Along with design lead, I conducted user research, developed wireframes, hi-fi, lo-fi prototypes and UI designs
- The main aim was to provide a seamless experience making the portal easy to use with organized content, intuitive interactions, effortless navigation and optimized visual data
- We created a workable prototype for this project in phase-01 & the outputs instantly translated into customer benefits.

Softwares

- Figma
- Invision
- Sketch
- UXPin
- Zeplin
- Adobe Creative Suite
- WIX
- Shopify
- WordPress
- Webflow
- HTML
- CSS
- Jira

Skills

- Wireframing
- Prototyping
- Interface Design
- Branding
- Motion Graphics
- Graphic Design
- Typography
- Illustrations
- Story & Mood Boarding
- Print Media Design

Attributes

- Curiosity-Driven
- Self-Starter
- Attentive To Details
- Extremely Organized
- Team Player
- Highly Optimistic
- Empathetic
- Self-Motivated
- Responsible
- Adaptable

Certifications

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