


# 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.

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### Work Experience

#### UI & UX Design Intern

*Clean Electric, IN*

*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 indeed a huge success since the website performed effectively for pitching to clients, increased traffic to the website & hiked their product sales by 15%. This on-boarded many B2B clients and investors, and their investment enabled the company to add more features to its products

#### UI & UX Design Intern

*Caarya Solutions, IN*

*May 2022-Aug 2022*

- Worked on the UX of a professional networking site and rural child growth monitoring platform in collaboration with engineers in bringing the product live by developing Information Architecture, userflows, user personas and UI design systems
- We created a workable prototype in phase-01 that provided the target users with a streamlined and centralized interfaces that reduced cognitive load, optimized time, and increased efficiency.
- This project has taught me to be even more empathetic not just as a designer but also as a human & a creator

#### UX Designer

*Netrovert, IN*

*Dec 2020-Dec 2021*

- I worked on an healthcare project with modernized legacy 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 that we used to highlight in our marketing materials. Although this web app will proceed to upgrade, our objective of increasing operational efficiencies caregivers was fulfilled

### Education

#### Algonquin College, CA (Co-Op)

Post Graduation in Human Centered Design - *Sept 2022 - Current*

#### Osmania University, IN

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

### Softwares

- Figma
- Invision
- Sketch
- Axure
- Adobe Creative Suite
- Balsamiq
- WIX
- Shopify
- WordPress
- Webflow
- HTML
- CSS
- Jira

### Design 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)