DHANASHREE CHATRANI

USER EXPERIENCE DESIGNER

PORTFOLIO WEBSITE

DC https://dhanashreechatrani.in/

CONTACT

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EDUCATION

Bachelor of Computer Science
Symbiosis College, Pune University
2008-2011

Web Diploma
Edit Institute
2011-2012

German Language-Intermediate
Symbiosis Institute of Foreign Languages
2011-2012

IT-SKILLS

Sketch

Photoshop

Axure

Adobe XD

HOBBIES

CERTIFICATIONS & TRAININGS

Human Centered Design
IDEO

User Research Program
SAP

Diploma in Communication Executive
Cambridge University

Member at IDF
IDF

ABOUT ME

I am a disciplined User Experience Designer with around 11 years of experience in the industry. I curate enhanced experience that prioritize human needs while driving increased conversion rates for businesses.

17 April 1990

EXPERIENCE

LEAD UX DESIGNER
WESTERN UNION | 2019-PRESENT

I craft better experience for customers to transfer money across the globe in easiest way possible. I mainly contributed in building patterns and components in design system, adapt and enhance the experience on Kiosk platform and revamp the eKYC journey to get the customer verification done easily and faster with better conversion rate from 25% to 95%. We adher to inclusivity and accessibility considerations to serve global customers.

UX DESIGN LEAD
KPIT | 2018-2019

I was responsible for revamping an IoT based product designed to help bikers and their groups from planning and guiding them through the entire route with the in-built GPS capabilities. We designed the better recommendations from the app, covering all their activities. This helped us to provide the entire ecosystem designed for the biking activities, connect in themselves across the country.

SENIOR UX DESIGNER
XORIANT SOLUTION | 2016-2018

I got my hands-on in real estate and manufacturing domain, where I practiced the research techniques for remote users, draw insights from the data collected and testing it back with end users. These practices were applied in an agile and constraint centric assignments like for vendor and contract management portal for Glencore-Shell and UPM portal for UK based clients CONTXT.

UX DESIGNER
COGNIZANT TECHNOLOGY SOLUTION | 2014-2016

I got an opportunity to explore mainly in banking and finance domain in this organization. As a UX designer, I contributed in brands like Lloyds banking Group, Spend Management system app for Sanofi, BEM system for World Bank, Healthcare site for Xerox, iWatch app for Chrysler, web banking portal for Credit Suisse and a heldesk portal of Fresenius Medical Care.

UI/UX DESIGNER
FORTUNE COOKIE | 2012-2014

I started off as a UI/UX Designer on an enterprise application 'Onvelop' (Available on itunes & Playstore) and got a thorough training in driving end-to-end research and design process for the product. I also got hands on experience over designing SAP based smartphone app, android tablet launcher for OIOO (China), PC protection Intel app, healthcare social website for VITANECT .