

Dhanashree Bhagwatkar - Senior UX Designer

Consumer Scale & Platform Systems · Design Systems · Data-driven UX · AI Interaction Design · Cross-Functional Influence

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Senior UX Designer with 5+ years of experience designing at consumer and enterprise platform scale owning end-to-end UX strategy, research, and delivery for a \$100M+ DTC commerce platform where data-informed, behaviorally-grounded UX drove ~15–17% digital revenue lift, 2%+ sustained conversion improvement, and ~12% reduction in cart abandonment. Recognized for establishing UX operating models and governance frameworks that standardize research, usability testing, and OKR-aligned outcome measurement at scale the hallmark of a designer operating as a strategic partner to Product and Engineering, not downstream execution.

Skilled practitioner across the full UX spectrum from generative research, usability testing, and behavioral data analysis to design systems, interaction craft, AI interaction model design, and cross-functional roadmap influence. Background spans consumer commerce, clinical systems, AI-assisted products, automotive HMI, and fintech providing the cross-domain pattern recognition, design maturity, and systems thinking that MAANG-scale problems demand.

Strong visual design sensibility and motion/micro-interaction craft equally fluent in high-fidelity UI execution, design token systems, and component library governance alongside strategic product thinking. Proven cross-functional influence at the GM/Director level, with experience mentoring junior designers and embedding UX upstream into planning, OKRs, and strategy.

WORK EXPERIENCE

Senior Lead UX Designer - AI & Commerce Platform Greenworks Tools - North America

May 2025 – Present | Charlotte, NC

Owned UX strategy, operating model, and end-to-end delivery for a \$100M+ DTC platform, spanning AI-Garage, PLP, PDP, cart, checkout, loyalty, and account ecosystems across web and mobile.

- Consumer conversion data revealed structural IA breakdown across the PLP → checkout funnel, suppressing purchase intent at scale; **led end-to-end funnel redesign using behavioral data, CRO-informed IA, and iterative A/B experimentation** establishing design tokens, shared interaction principles, and scalable component patterns that drove **~15–17% digital revenue lift and 2%+ sustained site-wide conversion** consumer-scale impact validated through quantitative measurement.
 - Users lacked confidence and clarity in AI-generated product recommendations at high-consideration purchase moments a trust-and-explainability challenge central to AI-first consumer product design; **designed the end-to-end AI interaction model for AI-Garage** architecting **trust signal systems, explainable AI states, confidence indicators, progressive disclosure of AI reasoning, and error/fallback flows** improving decision clarity and driving ~20% engagement increase across AI-powered surfaces.
 - UX decisions lacked a standardised research and measurement infrastructure, creating quality variance at platform scale; **designed and implemented a UX operating model and governance framework** standardising research methodology, usability testing protocols, experimentation practices, and OKR-aligned outcome measurement across all product teams.
 - Cart abandonment signaled trust gaps and checkout friction in a high-volume consumer funnel; **applied heuristic evaluation, funnel analysis, usability testing, and behavioral diagnostics** refining IA, trust signals, and interaction patterns to achieve **~12% reduction in cart abandonment** at consumer scale.
 - Loyalty and account experiences lacked engagement depth; **designed micro-interaction systems, motion principles, and progressive disclosure patterns** for loyalty and account surfaces driving ~20% engagement increase through intentional interaction craft that felt native to a premium consumer product.
 - UX operated downstream of roadmap decisions, limiting design's strategic leverage; **embedded UX into cross-functional planning with Product, Engineering, Data, Inventory, and Marketing** influencing trade-off decisions, feature prioritisation, and product strategy at the leadership level.
- **Impact:** *Delivered consumer-scale UX impact — revenue lift, conversion improvement, cart abandonment reduction, and AI interaction model design on a \$100M+ platform through data-informed craft and strategic cross-functional leadership.*

Lead UX Designer - Platform Foundations (B2B & B2C) Village.Co

May 2024 – May 2025 | Remote, USA

Led end-to-end UX strategy and research for a multi-stakeholder SaaS platform owning discovery, activation flow design, IA, and delivery quality in a resource-constrained, ambiguous product environment.

- Activation drop-off was creating a PLG bottleneck before users experienced core product value; **applied Jobs-to-be-Done framing and behavioral research to redesign the activation flow** using progressive disclosure, contextual onboarding, and time-to-value reduction to measurably improve activation rates and **~30% growth in platform engagement**.
 - Product direction driven by assumption rather than validated insight; **planned and executed 40+ user interviews and 10+ usability studies** using affinity mapping and synthesis grounding all design decisions in real user behaviour and eliminating rework before execution began.
 - Fragmented IA and inefficient workflows suppressed feature adoption; **redesigned core IA and interaction patterns, delivering annotation-rich Figma systems** driving **~30% feature adoption increase and ~60% improvement in design-to-engineering delivery velocity**.
- **Impact:** *Drove activation, adoption, and delivery velocity through research-led PLG design in an ambiguous, high-ownership environment demonstrating the cross-functional impact and independent leadership FAANG senior roles require.*

Senior UX Designer - Clinical & Data-Driven Systems Alleo - Clients: Cisco Webex, SONY, Philips

August 2023 – May 2024 | Indianapolis, IN

Led UX redesign of a multi-role virtual oncology care platform designing under strict regulatory, safety, and usability constraints across three enterprise product lines with a cross-product design system.

- Complex, multi-role clinical workflows were structured around system logic rather than user cognition a high-stakes usability problem in a safety-critical product; **conducted 20+ oncologist and care team interviews, applied design thinking and affinity mapping** to synthesize 10+ high-impact workflow improvements demonstrating the research depth and constraint-aware design thinking FAANG requires for complex, multi-role product surfaces.

- UI inconsistencies across three clinical product lines were eroding trust and creating engineering maintenance cost; **built and scaled a cross-product WCAG 2.1-compliant design system with reusable components, clinical interaction patterns, and governance documentation** reducing inconsistencies **~60%** and driving **~40%** platform adoption increase, demonstrating design system ownership at multi-product scale.
 - UX success lacked measurable OKR alignment; **defined task completion rate, NPS, and CSAT frameworks tied directly to OKRs** driving **~20%** feature adoption growth and **15%** user satisfaction improvement post-launch.
 - Junior design quality was inconsistent; **introduced mentorship frameworks, design critique rituals, and documentation standards** scaling design quality and capability across a multi-team clinical product environment.
- **Impact:** *Delivered cross-product design system governance, research-led workflow redesign, and measurable adoption improvements in a high-complexity, multi-role regulated environment requiring deep design maturity.*

UX Designer - Infotainment & Embedded Systems

May 2023 – September 2023 | Novi, MI

Yanfeng Automotive Interiors - Clients: Tesla, Jeep, Toyota

Designed next-generation in-vehicle UX for Android Automotive OS (AAOS) across multi-display, safety-critical embedded environments applying rigorous research and constraint-aware interaction design.

- AAOS multi-display environments lacked a scalable, safety-validated interaction model; **defined AAOS-aligned interaction principles, information architecture, and reusable UI component libraries** validated through **50+ usability and cognitive load studies** in simulated in-motion conditions, demonstrating research rigour and safety-critical design thinking directly transferable to hardware-adjacent consumer products.
 - Late-stage design changes were causing costly engineering rework; **partnered with hardware, software, and HMI engineers upstream** validating system behaviors, state transitions, and micro-interactions through simulation-based testing, surfacing failures early and reducing iteration cycles.
- **Impact:** *Delivered AAOS-aligned, safety-validated UX with research rigour and upstream engineering collaboration credentials directly relevant to hardware, Maps, and consumer device UX at MAANG scale.*

Lead UX Designer - Commerce Platforms

August 2021 – August 2022 | Pune, India

Propero Consulting - Client: Shopify

- Client commerce experiences lacked consistent discovery clarity, IA structure, and checkout usability across B2B and B2C surfaces; **designed and shipped Shopify-based storefront and checkout experiences** applying user-centred design, content hierarchy, and CRO-informed interaction patterns establishing reusable UX patterns across multiple client product launches.
- Visual inconsistency across client product surfaces was creating brand trust gaps and slowing engineering delivery; **built reusable component libraries, visual design standards, and handoff documentation** for each client product enabling faster iteration and consistent visual and interaction quality across desktop, mobile, and checkout surfaces.
- Inconsistent UX processes across engagements were creating rework and quality variance at handoff; **established standardised UX processes, wireframing templates, and documentation workflows** reducing design iteration cycles by **~40%** and improving time-to-market consistency across all commerce launches.

UX Designer - Fintech Platforms

May 2020 – May 2022 | Pune, India

Lentra AI - Clients: HDFC Bank, ICICI Bank, Axis Bank

- Complex B2C lending and B2B loan-management workflows were creating friction and drop-off for users navigating high-stakes financial decisions under regulatory constraints; **applied user-centred design, iterative wireframing, and usability validation within compliance boundaries** simplifying multi-step financial processes and driving **~25% improvement in product adoption**.
- Misalignment between UX decisions and commercial requirements was creating development inefficiency and rework; **collaborated cross-functionally with Engineering, Sales, Marketing, and Innovation teams** aligning UX decisions with business goals and reducing development timelines by **~40–50%** while driving **~30% improvement in user retention**.

CORE COMPETENCIES

Design Craft & Strategy: Interaction Design · Visual Design · Motion & Micro-Interactions · Design Systems & Component Libraries · AI-Specific Component Design · Design Tokens · Information Architecture · Interaction Design · Wireframing & Prototyping · Responsive & Multi-Device Design · Service Design

Research & Validation: Generative & Evaluative Research · User Interviews · Usability Testing · Heuristic Evaluation · Affinity Mapping · Eye-Tracking & Cognitive Load Analysis · Research Synthesis · Behavioral Analytics · A/B Testing & Experimentation · Journey Mapping · Jobs-to-be-Done (JTBD) · NPS / CSAT / Task Completion Rate

Product & Strategy: UX Operating Models & Governance · Product Strategy · Discovery & Framing · OKR & KPI Alignment · Design Thinking · Lean UX · PLG Activation Design · CRO & Experimentation · Roadmapping · Cross-Functional Leadership · Multi-Stakeholder Alignment · Agile & Scrum · Mentorship & Design Critique

Tools & AI Stack: Figma · Figma AI / Make · Claude · ChatGPT · ProtoPie · Lovable · Principle · Adobe Creative Suite · Miro · Notion AI · Lovable · UserTesting · Amplitude · Tableau · Google Analytics · Jira · Confluence · HTML/CSS

AI & Emerging: AI Interaction Model Design · Trust Signal Architecture · Explainable AI (XAI) UX · Confidence Indicator Systems · Progressive Disclosure of AI Reasoning · Responsible AI Design · Conversational & Voice UI · Android Automotive OS (AAOS) · AR/VR & Spatial Design · Embedded & Multi-Display Systems

EDUCATION

Master of Science - Human Computer Interaction
Indiana University - Indianapolis, IN

Graduated - 3.9/4.0 CGPA

Bachelor of Design - User Experience
MIT World Peace University - Pune, India

Graduated - 8.95/10 CGPA