Dhanashree Prabhat Bhagwatkar

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📍 USA | Open to Relocation

EXPERIENCE

Senior Lead User Experience Designer (E-Commerce & Retail)   June 2026 – Present | Charlottee, NC
Greenworks Tools - North America 🔗

- **End-to-End Product UX Ownership (Web + Mobile Systems):** Owned end-to-end UX strategy and delivery across large-scale DTC platforms, leading PLP, PDP, cart, checkout, loyalty, and account experiences across both web and mobile app interfaces from discovery through launch; set UX vision, system-level experience principles, and quality standards to ensure consistent, scalable, and high-performing cross-platform user experiences.
- **Conversion Optimization & Revenue Impact:** Drove conversion optimization and measurable business impact by applying CRO frameworks, funnel analysis, and experimentation (A/B testing), improving conversion pathways, trust signals, and content hierarchy—contributing to a 15% increase in digital revenue and progress toward a 2%+ site conversion rate target.
- **Research-Led Systems & Findability Design:** Led research-driven product strategy using mixed-methods UX research (usability testing, behavioral analytics, journey mapping, funnel diagnostics) to inform system-level UX flows, experience maps, and information architecture, shaping navigation patterns and AI-driven product findability across web and mobile to improve discoverability and decision-making at scale.
- **Cross-Functional UX Leadership & Influence:** Acted as the UX authority across cross-functional teams, partnering closely with Product Managers, Engineers, Data/Analytics, and Marketing to influence roadmaps, prioritize initiatives, facilitate design critiques, and resolve trade-offs while maintaining user-centered outcomes across platforms.
- **Agile Execution & Quality Delivery:** Executed UX delivery within agile development environments, managing sprint planning, design handoffs, vendor collaboration, and build reviews to ensure implementation quality, velocity, and cross-platform consistency—resulting in a 20% increase in engagement and 12% reduction in cart abandonment.

Lead UX Designer (B2B & B2C)   July 2024 – May 2025 | Remote, USA
Village.Co 🔗

- **Design Leadership & Cross-Functional Synergy:** Led design strategy with 10+ cross-functional partners—PMs, engineers, and execs—achieving 95% alignment on product vision. Advocated for user-centered design principles, boosting collaboration by 25% and accelerating product delivery by 60%. Recognized for elevating team performance and execution speed.
- **End-to-End UX/UI Execution with Impact:** Owned the complete UX/UI lifecycle, delivering polished, functional Figma prototypes that contributed to a 37% increase in user engagement. These design enhancements directly impacted product growth, user retention, and market differentiation.
- **Insight-Driven Innovation & Research:** Conducted 30+ user interviews and 10+ usability tests to extract actionable insights. Translated these findings into design decisions that led to a 33% increase in feature adoption and a 29% improvement in user satisfaction, aligning design with business goals.
- **Operational Efficiency via Scalable Design Documentation:** Created scalable design documentation that unified teams, minimized friction during handoffs, and reduced design-to-development cycle times. Streamlined processes, driving faster sprints and improved alignment across functions.
- **Strategic Design Influence & Executive Communication:** Influenced product strategy by embedding design thinking into business discussions. Clearly communicated design rationale to senior stakeholders, driving alignment and measurable business outcomes. Positioned design as a strategic lever for innovation and growth.

Senior UX Designer (Healthcare & IT Saas)   August 2023 – May 2024 | Indianapolis, IN
Alleo - Clients: Cisco Webex, SONY, Philips 🔗

- **Human-Centered Oncology Platform Redesign:** Led the end-to-end UX redesign of a virtual oncology care platform (Tumor Boards & Grand Rounds), conducting 20+ oncologist interviews to uncover clinical pain points and translate insights into 10+ high-impact features, increasing engagement by 30% and improving care-team alignment.
- **Agile Prototyping & Cross-Functional Strategy:** Partnered with Product, Engineering, and Clinical stakeholders to co-create high-fidelity Figma prototypes, enabling faster decision-making, reducing design iterations, and supporting an agile, user-centered development process.
- **Outcome-Driven UX & Measurable Impact:** Defined UX success metrics aligned with business OKRs and evaluated post-launch performance, resulting in a 20% increase in feature adoption, 15% lift in user satisfaction, and improved clinical decision-making in virtual care environments.
- **Scalable Delivery, Design Systems & Team Enablement**: Ensured seamless design handoff and implementation with engineering, driving a 40% increase in platform adoption among healthcare providers, while building a scalable design system across 3 product lines, reducing UI inconsistencies by 60% and mentoring junior designers to improve team velocity and cohesion.

UX Designer (Automotive HMI)   May 2023 – September 2023 | Novi, MI
Yanfeng Automotive Interiors - Clients: Tesla, Jeep, Toyota 🔗

- **End-to-End Infotainment UX & HMI Design:** Led the full UX design lifecycle for next-generation in-vehicle infotainment systems—from early research and system-level use cases to interaction design and high-fidelity UI prototyping in Figma—delivering luxury-grade, cohesive experiences across multiple in-vehicle displays.

- **Human-Centered Research & Driving Behavior Insights:** Conducted 50+ research sessions (interviews, usability studies) using DScout, UserTesting, and UsabilityHub, focusing on cognitive load, task performance, and in-motion decision-making to improve driver engagement, safety, and usability.
- **Cross-Functional Systems Collaboration:** Partnered with Product, UX Research, and hardware/software engineering teams using Jira and Confluence to align UX vision with technical feasibility and business goals, accelerating iteration cycles and delivering scalable, production-ready interfaces.
- **Rapid Prototyping, Validation & UX Impact:** Built and validated high-fidelity prototypes using Figma, Maze, and Optimal Workshop, leading simulation-based testing to refine micro-interactions, visual behaviors, and user flows—ensuring intuitive, immersive, and effortless driving experiences informed by continuous research insights.

Lead UX Designer(E-Commerce & Retail) August 2021 – July 2022 | Pune, India
Propero Consulting - Client: Shopify 🔗
- **User-Centered Research & Strategic Design**: Led mixed-methods research across B2B and B2C products to define personas and user journeys, reducing friction by 25% and increasing user satisfaction by 18%, driving retention and business growth.
- **Rapid Prototyping & Scalable Design Systems:** Delivered interactive prototypes using Figma and Sketch, reducing design cycles by 40%, accelerating time-to-market, and increasing user adoption through optimized design systems and reusable components.
- **Operational Efficiency, Tool Standardization & Collaboration:** Streamlined research workflows and standardized UX tools across teams, improving productivity, eliminating bottlenecks, aligning cross-functional stakeholders, and negotiating vendor agreements that delivered measurable cost savings.

UX Designer (Fintech) February 2021 – August 2021 | Pune, India
Lentra AI - Clients: HDFC Bank, ICICI Bank, Axis Bank 🔗
- **Strategic Research & Experience Design:** Conducted targeted user research to inform user journeys, wireframes, and interactive prototypes, delivering intuitive, best-practice experiences that significantly improved customer satisfaction and product adoption.
- **Product UX Transformation & Prototyping:** Led UX design for B2C Loan Lending and B2B Loan Management platforms, delivering responsive web and mobile prototypes in Figma and InVision, improving usability, accelerating stakeholder alignment, and increasing user engagement.
- **Cross-Functional Execution, Frameworks & Business Impact:** Collaborated with Sales, Marketing, Engineering, and Innovation teams to reduce development timelines by 30%, boost adoption by 26%, and establish scalable design frameworks that improved consistency, reduced costs by 25%, and increased user retention by 30%.

UX Designer (Healthcare - Hospital Management) December 2020 – August 2021 | Pune, India
UST Global Inc.- Client: Symplr 🔗
- **Research-Driven Product Strategy:** Led quantitative and qualitative UX research (including competitive analysis) to inform product strategy and UI decisions, delivering insights that increased stakeholder satisfaction by 20% and user satisfaction by 75%.
- **Cross-Functional & Global Collaboration:** Partnered with cross-functional and offshore UX teams to align research insights with business objectives, ensuring timely, cohesive UI delivery and accelerating development efficiency.
- **Workflow, IA & Usability Optimization:** Translated research and analytics into workflow and information architecture improvements for complex healthcare products, streamlining data entry, improving usability and retention, and driving measurable productivity gains.

EDUCATION

Indiana University - Indianapolis, IN 🔗 Graduated - 3.9/4.0 CGPA
Master of Science - Human Computer Interaction

MIT World Peace University - Pune, India 🔗 Graduated - 8.95/10 CGPA
Bachelor of Design - User Experience

SKILLS

DESIGN: User Experience (UX) Design, User Interface (UI) Design, Interaction Design, Visual Design Principles, Information Architecture, Design Systems & Component Libraries, Wireframing & Prototyping (Low & High-Fidelity), Mobile-First & Responsive Design, Journey Mapping & User Flows, Personas, Scenarios, Storyboarding, Motion & Micro-interactions

RESEARCH: Qualitative & Quantitative Research, User Interviews & Contextual Inquiry, Ethnography & Field Studies, Remote & Moderated Usability Testing, Diary Studies & Longitudinal Research, Card Sorting, Tree Testing, First-click Testing, Surveys & Questionnaires, Competitive & Market Analysis, Affinity Mapping & Synthesis, Data Analysis & Visualization

PRODUCT & BUSINESS: Product Strategy & Visioning, Product Roadmaps & Lifecycle Management, Service Design & Ecosystem Mapping, Feature Prioritization (MoSCoW, RICE, Kano), Business Model & Value Proposition Canvas, Go-to-Market (GTM) Strategy, Product Metrics & KPI Definition, Design Thinking & Lean UX Principles, Agile & Scrum Methodologies

TOOLS: Figma, Sketch, Adobe XD, Adobe Creative Suite, Principle, Balsamiq, Axure, ProtoPie, UserTesting, Maze, Lookback, OptimalSort, UserZoom, DScout, SurveyMonkey, Qualtrics, Jira, Confluence, Trello, Notion, Miro, Slack, Zeplin, Google Analytics, Tableau, Power BI, Mixpanel, HTML/CSS, Python

Additional Skills: Conversational & Voice UX (VUI), AR/VR & Immersive Experiences, AI-driven UX & Generative Design, Sustainability & Ethical Design Principles