

Dhanashree Bhagwatkar - Senior UX Designer

UX Strategy & Operating Models · Research-Led Design · AI Interaction Systems · Design Craft at Scale

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Senior UX Designer with 5+ years of end-to-end ownership across platform-scale, revenue-critical products including a \$100M+ DTC commerce platform where UX-led initiatives drove a ~15–17% digital revenue lift, 2%+ sustained conversion improvement, and ~12% reduction in cart abandonment validated through continuous funnel analysis, behavioral diagnostics, and usability testing at scale. Recognised for establishing UX operating models and governance frameworks that standardise research methodology, usability testing protocols, and OKR-aligned outcome measurement across multi-product, multi-team environments elevating UX from execution to strategic product partnership.

Deep practitioner across the full UX spectrum from generative and evaluative research, usability testing, heuristic evaluation, and affinity mapping to experience architecture, information architecture, WCAG 2.1-compliant design systems, and AI interaction model design including end-to-end ownership of an AI-native product experience with trust signal architecture, explainable AI states, and confidence calibration systems. Background spans AI-assisted commerce, clinical platforms, B2B/B2C SaaS, automotive HMI, and regulated fintech providing cross-domain systems thinking.

Strong visual design sensibility and interaction craft fluent in high-fidelity UI execution, motion and micro-interaction design, design token systems, and component library governance alongside strategic UX thinking. Proven cross-functional influencer with Product, Engineering, Data, and Leadership embedding UX upstream into OKR-aligned roadmap decisions, not downstream into execution. Track record of ~30% feature adoption growth, ~60% delivery velocity improvement, and ~25% product adoption lift across enterprise, SaaS, clinical, and fintech environments.

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 \$200M+ DTC platform across web and mobile spanning AI-Garage, PLP, PDP, cart, checkout, loyalty, and account ecosystems.

- Conversion drop-off across core commerce journeys (PLP → checkout) signaled structural IA friction and broken purchase experience; **led full-funnel UX redesign applying CRO-informed IA, wireframing, A/B experimentation, and design token systems** establishing shared experience principles, reusable interaction patterns, and scalable component standards that drove **~15–17% digital revenue lift and 2%+ sustained site-wide conversion improvement**, validated through quantitative measurement.
- Teams were making UX decisions without standardised research or measurement practices, creating quality inconsistency and strategic risk at scale; **designed and implemented a UX operating model and governance framework** standardising research methodology, usability testing protocols, experimentation cadence, and OKR-aligned outcome measurement across all product teams, raising confidence and consistency in UX decision-making platform-wide.
- Users lacked trust and clarity in AI-generated product recommendations, causing measurable drop-off at high-intent purchase moments; **designed the end-to-end AI interaction model for AI-Garage** architecting **trust signal systems, explainable AI transparency states, confidence indicators, progressive disclosure of AI reasoning, AI attribution labels, user correction flows, and error/fallback patterns** improving recommendation acceptance and reducing high-consideration drop-off across AI-powered surfaces.
- Checkout abandonment exposed trust gaps and IA breakdowns across a high-volume consumer funnel; **established a continuous UX research framework using funnel analysis, heuristic evaluation, usability testing, and behavioral diagnostics** refining IA, trust signals, and interaction patterns to drive **~12% reduction in cart abandonment** across millions of sessions.
- Loyalty and account surfaces lacked interaction depth and visual design coherence; **applied motion design principles, micro-interaction systems, and progressive disclosure patterns** to loyalty and account ecosystems driving **~20% engagement increase** through intentional visual design craft and interaction consistency across all platform surfaces.
- UX was operating downstream of roadmap decisions, limiting its strategic leverage on product quality and direction; **embedded UX practices, research, usability validation, and experience principles into cross-functional planning with Product, Engineering, Data, Inventory, and Marketing** shifting UX upstream to shape trade-offs, feature prioritisation, and execution strategy.

► **Impact:** Delivered ~15–17% revenue lift, 2%+ conversion improvement, ~12% cart abandonment reduction, and ~20% engagement increase through UX operating model design, AI interaction model ownership, and research-led experience leadership at enterprise commerce scale.

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

May 2024 – May 2025 | Remote, USA

Led end-to-end UX strategy for a multi-stakeholder B2B and B2C SaaS platform owning research, operating model design, information architecture, and delivery quality in an early-stage, ambiguous product environment.

- Product direction was driven by untested assumptions, creating misalignment risk before a single wireframe was drawn; **planned and executed 40+ user interviews and 10+ usability studies** using affinity mapping and research synthesis to ground all design and roadmap decisions in validated user behaviour eliminating assumption-driven rework before execution began.
 - Onboarding drop-off was creating a critical PLG activation bottleneck suppressing long-term retention; **applied Jobs-to-be-Done framing and user-centered design to redesign the end-to-end activation flow** using progressive disclosure, contextual onboarding patterns, and time-to-value reduction to measurably improve activation rates and contribute to **~30% growth in sustained platform engagement**.
 - Fragmented information architecture and inefficient workflows were suppressing feature discovery and adoption; **translated research synthesis into scalable IA restructuring, wireframe iterations, and interaction redesigns** driving **~30% increase in feature adoption** and reducing user support burden.
 - Low-fidelity handoffs were causing design intent to be lost in engineering translation, creating costly rework; **delivered production-ready Figma systems with annotated component specs, interaction documentation, and motion notes** eliminating implementation ambiguity and accelerating design-to-engineering delivery velocity by **~60%**.
 - UX lacked a seat in strategic planning, limiting its influence on product quality and roadmap direction; **embedded UX into OKR-aligned roadmap and feature discussions with founders, PMs, and engineers** elevating UX from downstream execution to upstream co-ownership of product strategy and platform direction.
- **Impact:** Drove **~30% feature adoption growth, ~30% engagement increase, and ~60% delivery velocity improvement** through research-led, user-centered SaaS platform design with PLG activation ownership.

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

August 2023 – May 2024 | Indianapolis, IN

Led end-to-end UX redesign of a virtual oncology care platform designing complex, multi-role clinical workflows under strict regulatory, privacy, and clinical safety constraints for clinicians, oncologists, and care teams.

- Clinical workflows were structured around system logic rather than clinician cognition, creating dangerous task inefficiency in high-acuity environments; **conducted 20+ in-depth interviews with oncologists and clinical stakeholders, applying design thinking and affinity mapping** to synthesise findings into 10+ high-impact workflow improvements reorienting the platform around how care teams actually think, prioritise, and act.
 - Complex multi-step clinical tasks were slowing completion rates and eroding platform trust in safety-critical moments; **applied heuristic evaluation, task analysis, and iterative wireframing** to simplify and restructure core clinical workflows driving **~30% increase in platform engagement** across care teams and measurably reducing task-completion friction.
 - UX success lacked measurable alignment to clinical and business outcomes, making design impact invisible; **defined UX success metrics like task completion rate, NPS, CSAT tied directly to OKRs** driving **~20% feature adoption growth and 15% improvement in user satisfaction** post-launch, and creating a repeatable impact measurement framework for the product team.
 - UI inconsistencies across three clinical product lines were eroding clinician trust and creating compliance exposure; **built and scaled a cross-product WCAG 2.1-compliant design system** with reusable components, clinical-specific interaction patterns, and governance documentation reducing UI inconsistencies **~60%** and driving **~40% increase in platform adoption** across all product lines.
 - Designs needed to meet HIPAA-aligned privacy and clinical safety requirements without compromising care team usability; **partnered with Product, Engineering, and Clinical SMEs using constraint-aware UX practices** delivering experiences that balanced patient safety, regulatory compliance, and frontline usability across all product lines.
 - Junior designer output was inconsistent, creating quality variance that undermined platform credibility; **introduced mentorship frameworks, structured design critique rituals, and systemised UX documentation practices** improving output consistency and scaling design capability across the multi-team clinical product environment.
- **Impact:** Improved clinical workflow clarity, design system coherence, and platform adoption in a high-stakes, multi-role regulated environment delivered within strict clinical safety, privacy, and compliance constraints.

UX Designer - Infotainment & Embedded Systems

May 2023 – September 2023 | Novi, MI

Yanfeng Automotive Interiors - Clients: Tesla, Jeep, Toyota

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

- AAOS deployments lacked a scalable interaction model and visual design framework for multi-display in-vehicle environments; **defined AAOS-aligned interaction principles, information architecture, and reusable UI component libraries** creating a consistent, extensible UX and visual design framework deployable across vehicle variants, locales, and system states.

- In-motion interfaces were overloading drivers with cognitive demand, creating measurable safety risk in a safety-critical consumer product; **conducted 50+ usability and behavioral studies** covering in-motion testing, task performance, and cognitive load analysis establishing a research-backed foundation for every interaction and visual design decision.
- Late-stage design changes were triggering costly engineering rework due to misalignment with hardware constraints; **partnered with hardware, software, and HMI engineers upstream to validate system behaviours, state transitions, and micro-interactions through simulation-based testing** surfacing failures early and compressing revision cycles before hardware lock-in.

► **Impact:** *Delivered AAOS-aligned, safety-validated UX and visual design systems optimised for multi-display in-vehicle environments with cross-domain research rigour directly transferable to hardware-adjacent consumer products.*

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

UX Strategy & Design Craft: UX Strategy · UX Operating Models & Governance · Experience Architecture · Information Architecture · Interaction Design · Visual Design · Motion & Micro-Interaction Design · Wireframing & Prototyping · Design Systems & Component Libraries · Design Tokens · User-Centered Design (UCD) · Service Design · Content Strategy · Responsive & Multi-Device Design · Accessibility (WCAG 2.1 / ADA) · Content Strategy

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

Product, Business & Delivery: Product Strategy · Discovery & Framing · Design Thinking · Lean UX · PLG Activation Design · CRO & Experimentation · Roadmapping · Cross-Functional Leadership · Multi-Stakeholder Alignment · Agile & Scrum · Mentorship & Design Critique · Design System Governance

Tools: Figma · Figma AI / Make · Claude · ChatGPT · ProtoPie · 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 & Ethical AI Design · Conversational & Voice UI · AR/VR & Spatial Design · Embedded & Multi-Display Systems

EDUCATION

Master of Science - Human Computer Interaction

Graduated - 3.9/4.0 CGPA

Indiana University - Indianapolis, IN [↗](#)

Bachelor of Design - User Experience

Graduated - 8.95/10 CGPA

MIT World Peace University - Pune, India [↗](#)