

## Dhachanya R

UX Designer | Product Designer

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### Summary

User-centered UX Designer with 2+ years of experience in health tech, SaaS, and digital platforms. Specializing in user research, conversion optimization, and designing seamless digital experiences that drive engagement and business growth. Proven ability to reduce bounce rates, improve conversion funnels, and create intuitive user flows. Strong collaborator with content and development teams.

### Skills & Expertise

- User Research & Testing – Conducting research, usability testing, A/B testing
- Information Architecture – Site maps, user flows, feature audits
- UI/UX Design – Wireframing, prototyping, interaction design
- Conversion Optimization – Improving engagement & reducing drop-offs
- Collaboration & Strategy – Working with developers & stakeholders

### Tools & Software

- Figma | Framer | Zeplin | ProtoPie
- Adobe Illustrator, After Effects
- Basic HTML & CSS

### Work Experience

#### UX/UI Designer | Next99 LLC

May 2022 – Sept 2024

#### Key Achievements

- Designed multi-platform applications from scratch, transforming user research into actionable design decisions.
- Developed content marketing UX strategies, leading to a 30% increase in email signups.
- Conducted user research on Mazo.co, translating insights into optimized user flows and wireframes.
- Prototyped products in Figma, reducing development handoff time by 40%.

- Spearheaded UI redesign of **USHealthTesting.com**, increasing sales by 20% in the first quarter ; Designed **reachello.com** from single handedly from scratch.

#### **Team Lead – Interior Design | Do My Home**

Dec 2019 – Feb 2022

- Managed client interactions, escalations & project execution, ensuring monthly revenue targets.

#### **Certifications**

- Google UX Design Professional Certificate (Coursera, Dec 2021 – Mar 2022)
- Interaction Design Foundation (HCI, UI Patterns, Mobile UX, Visual Design)

#### **Education**

- M. Diploma in Interior Design – ICAT Design & Media College (2015 – 2016)
- B.E. Civil Engineering – Sona College of Technology (2010 – 2014)