Panna Dhariwal

Product Designer | Customer Experience Officer | Ux Designer

ABOUT

Website
https://www.pannadhariwal.com/

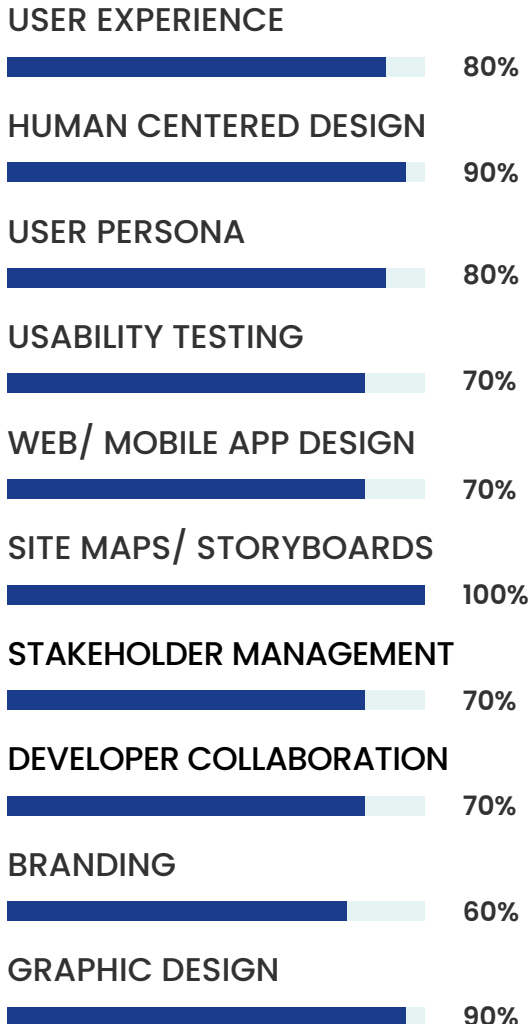**Email**
panna23dhariwal@gmail.com

SOCIAL MEDIA

Linkedin
Panna Dhariwal

LANGUAGES

ENGLISH
FLUENT

HINDI
NATIVE | FLUENT

CORE COMPETENCIES

USER EXPERIENCE
80%

HUMAN CENTERED DESIGN
90%

USER PERSONA
80%

USABILITY TESTING
70%

WEB/ MOBILE APP DESIGN
70%

SITE MAPS/ STORYBOARDS
100%

STAKEHOLDER MANAGEMENT
70%

DEVELOPER COLLABORATION
70%

BRANDING
60%

GRAPHIC DESIGN
90%

MASTER'S OF SCIENCE DESIGN + INNOVATION

(Specialisation UX Design)
UNIVERSITY OF WISCONSIN-MADISON, WI | 2024

CERTIFICATES

- Human Computer Interaction Certificate | IXDF | Ongoing
- UX/UI Professional Certificate | DesignBoat UI/UX School | 2023
- Introduction to Sketching | Onshapex (CAD) | 2023
- Onshape Part Design Using Part Studios | Onshape (CAD) | 2023

EXPERIENCE

ASSOCIATE UX DESIGNER
NETBRAMHA | MAR 2023-JUL 2023

Role: Gained hands-on experience in creating intuitive and engaging user experiences across digital platforms. Collaborated closely with cross-functional teams to understand user needs and translate them into elegant design solutions. Partnered with stakeholders to define project requirements and objectives. Iterated on designs based on feedback and usability testing results.

1) **Expertly led usability testing for Axis Bank's customer service page,** significantly increasing customer satisfaction and reducing support ticket resolution time.

2) **Achieved a remarkable increase in website traffic and conversion rate** improvement in three months through **competitive analysis** for Relevance Labs' website pinpointing opportunities for improvement..

3) **UX flow and UI for AI-driven Edtech platform,** enhancing student performance and personalizing study experiences.

4) **Conducted a comprehensive heuristic evaluation for Axis Bank,** meticulously assessing the interface against established usability principles and Nielsen's 10 heuristics.

UX DESIGNER AND STRATEGIST
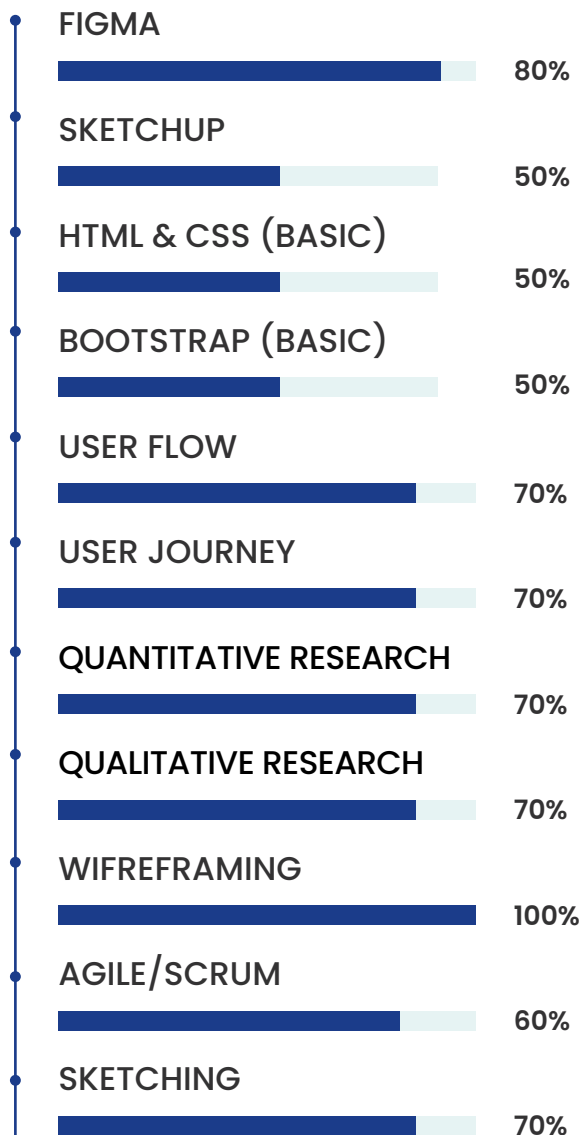PAN CREATIONS, INDIA | MAY 2018-AUG 2023

Role: Designed and implemented user interfaces, collaborated closely with developers, and tracked KPIs to measure digital impact. Acquired business development and accounting expertise, engaging with international clients from Dubai, Saudi Arabia, China, the U.S., and Europe.

1) **Developed a comprehensive design strategy to enhance the company's brand identity.** Conducted extensive stakeholder interviews, collaborated and negotiated with external branding design studios to modernize the company's image after 30 years, ensuring alignment with user insights and market trends.

2) **Spearheaded the innovative design and construction of the company's ecommerce and branding website,** achieving a 30% increase in user engagement and a 25% reduction in bounce rates through intuitive navigation and responsive design compared to the previous version.

- **Achieved a remarkable 40% boost in qualified leads in Q3 and 10% growth in online sales revenue** within six months through strategic optimization, enhancing brand identity and customer satisfaction.

3) **Reduced usability issues by 20% and increased task success rate by 10%** through usability testing, feedback from 30 participants and working closely with the development team for improvements.

4) **Proactively engaged with 700+ international customers across 6 tradeshows,** elevating product awareness, driving leads and escalating international sales inquiries. Achieved conversion of 10 clients, amplifying revenue by $20 Million.

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TECHNICAL SKILLS

FIGMA
80%

SKETCHUP
50%

HTML & CSS (BASIC)
50%

BOOTSTRAP (BASIC)
50%

USER FLOW
70%

USER JOURNEY
70%

QUANTITATIVE RESEARCH
70%

QUALITATIVE RESEARCH
70%

WIFREFRAMING
100%

AGILE/SCRUM
60%

SKETCHING
70%

EXPERIENCE

UI/UX DESIGNER
CODE NAST, INDIA | MAY 2017-JUN 2018

Role: Selected to enhance digital marketing strategies and optimize user experiences, pivotal in strengthening audience development efforts and achieving company objectives. Coordinated with cross-functional teams to ensure successful project and campaign execution, optimizing workflows and enhancing project outcomes. Created wireframes, prototypes, and mockups to visualize design concepts and gather feedback.

1) **Crafted and deployed 160+ web banners, 10 emailers, 50 social media creatives,** and 4 landing pages per brand per month, driving heightened online presence and brand awareness.

2) **Collaborated with stakeholders to devise digital strategies,** driving a 20% increase in engagement metrics including click-through and conversion rates.

3) Designed UX and UI for 4 Condé Nast brand websites, collaborating with key managers, **achieving successful launches and boosting user engagement by 30%.**

4) Effectively managed multiple projects, **consistently meeting deadlines and upholding quality standards.**

UI/UX DESIGNER & GRAPHIC DESIGNER
ELLE AND ELLE DÉCOR INDIA | JAN 2016-MAY 2017

Role: Initially hired at Elle Decor as a brand solutions Designer to create environment graphics for large events and shows. Expanded role after 2 months to include designing magazine layouts, websites and social media creatives.

1) **Crafted impactful brand touchpoints through social media creatives, emailers, e-invites,** and digital marketing materials for Elle and Elle Décor India, enhancing brand visibility.

2) **Enhanced reader engagement through proficient print magazine design for Elle Décor India,** showcasing creative editorial layouts and design expertise.

3) **Crafted environmental graphics for India's premier interior design event, India Design ID,** engaging visitors and reinforcing the event's reputation for innovation and excellence in design.

ACADEMIC PROJECTS

Revitalizing Bee Populations in Wisconsin through Human-Centered Design: Utilized Human-Centered Design Principles to address bee decline in Wisconsin, employing methodologies like the Johari Window, empathy mapping, and stakeholder analysis to identify challenges and develop innovative solutions.

Enhancing International Student Experience with an iOS App: Led a project at the University of Wisconsin Madison to develop an iOS app enhancing settlement experiences for international students, prioritizing security, safety, and belonging. Utilized diverse research methods and crafted 'how might we' statements to align stakeholders and create user-friendly wireframes; currently in the prototyping phase.

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