



Dinahar M

Consultant | Technology & Transformation - Customer: Marketing & Commerce

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Experience Summary

Dinahar has 4+ years of professional experience in UI & UX Design. While honing a keen eye for detail and the ability to strike the balance between creativity and practicality, he focuses on user-centricity and handed off end to end 6+ products and 800+ high fidelity screens for various industries. With foundations in project management and leadership, he understands deadlines, pace and estimations to play by teammates' strengths, ensures satisfactory delivery of projects and takes on versatile roles within the team based on the project. He is numbers-driven, results-oriented, poised to execute and innovate.

Relevant Projects and Contributions

Multinational Healthcare Industry : In this project, Dinahar worked with an Intergovernmental organization responsible for international public health. He Ideated and designed a full-fledged Readiness Intelligence platform which aimed to prepare nations for incoming health crisis, with detailed and interactive high fidelity screens. Spearheaded the ideation and design of dashboard, readiness checklists, multiple widgets and core components in the website that were beyond client expectations.

Productivity suite : This project directly aimed to push human productivity by empowering reading, note taking and to-dos power packed in one product. In this project, Dinahar was the lead on application architecture, navigation and responsible for the core functionalities of the above said domains. Dinahar designed and created a comprehensive app architecture plan for the app, encompassing fundamental functionalities as well as highly intricate features such as search, task tracking, and command switching. He successfully weaved the different aspects of productivity and validated that it was made simple to understand for any user. Dinahar also brought the same experience for the same app on mobile, tablet and designed 300+ responsive high fidelity screens across all states as the lead contributor to the project, its complete branding and delivered his work successfully.

Next Gen Jobs platform : Dinahar led a team of 3 designers to design a new age jobs platform for a multinational company that solves gender diversity in the workforce. He was responsible for the designing of solutions for all user roles (job seeker, employer, admin, panel) and integrating the jobs platform with existing user data. He created a comprehensive solution for job employers to source accurate candidates and increased the efficiency of their job search strategy. He understood the intricate nuances of diversity, job seekers, and related problems, then solved it across all user roles and designed over 300+ responsive web and mobile screens. The final Jobs platform was supported by a homogenous framework to host events, mentorship and community support which was also done successfully

Education Platform : Dinahar created a visual design system based on the startup's guidelines, resulting in a consistent and cohesive brand outlook across all their products and redesigned their website for web and mobile. With the updated brand strategy and friendly interface, it has had an increase in conversion rate of nearly 18%

Functional Expertise

UI Design

Design System

User Experience Design

Problem solving

Interaction Design

Prototyping

Design thinking

Customer Experience

Wireframing

User Research

Design Research

3D Design

Branding framework

Product Roadmap

Iconography

Industry Expertise

Edu-tech

Productivity tools

Healthcare

Jobs

AI

Ecommerce

Travel

Education Details

B.E Computer Science and Engineering
- Anna University, Chennai