

# Jayee Dhawan

[zaa-ee] | She/Her/Hers

**Product Designer with 4+ years of experience,  
currently based in SF Bay Area, CA**

## Contact

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## Experience

### Hyperproof

Senior UX Designer — Oct 2022 to Present

Leading integrations vertical and code less built workflows throughout the product.

Actively collaborating with multiple PMs and developers to define product roadmap and vision early on in the design process.

Defining the future of Hyperproof's design system by frequently conducting design audits and proposing pattern upgrades based on accessibility and visual design standards.

Being an active design voice in build vs buy decisions for the product.

### CNN Digital — Audio

Product Designer(Capstone) — May to Aug 2022

Collaborated with the digital product department of CNN Digital to uncover product strategies for text-to-speech and audio.

Co-designed a roadmap of feature implementations that ties in with highest impact users and business goals.

Developed concepts by identifying user archetypes to increase growth and daily listeners traffic in the ecosystem.

### Accenture Interactive Mumbai / Fjord, Dubai

UX Designer — Jul 2018 to Jun 2021

1. Worked as an off-shore team member with Fjord Dubai for Etisalat, an Emirati-based multinational telecommunications company with a user base of 15M.
  - Crafted compelling user interface and design audits for GoChat, a messaging app with an impact of 1M+ downloads and 4.5 rated by 3.75k users on Play Store.
  - Led a project of conceptualizing and creating wireframes, prototype and mockups for the Carrier and Wholesale services segment on web and responsive touch points which helped Etisalat in onboarding new business collaborations throughout the Middle-East.
  - Crafted accessibility guidelines and screens for Etisalat website which resulted in making the product ecosystem more accessible and onboarded new users.
  - Conceptualized and built user stories and visual layouts to deliver a deck for on-service and post-service emailers for B2C customers.
  - Led a redesign project for a caller tunes service app by conducting heuristic analysis and desk research to deliver an elevated user experience in the form of interface design and design system.
2. Led revamp of Catalyst, an e-learning portal targetted towards software developers and delivered a product through user research, information architecture and visual design for Accenture Interactive vertical which led to an innovative and complex digital product that has made a significant impact on business and end users of 200+ employees

## Education

### California College of the Arts, San Francisco, CA

Master's in Interaction Design

Sept 2021 — Aug 2022

### MIT Institute of Design, India

Bachelor's in Graphic Design

Jun 2014 — May 2018

## Skills

### UX

Desk Research, Qualitative Interviews, Observational Research, Story boarding, Heuristic Analysis, Persona building, User Journey Map, Affinity Mapping, Information Architecture, Wireframes, Product Strategy, Product Management, Prototyping, User Testing, Design Audits

### Visual

User Interface, Design Systems, Design Hand-offs, Data Visualization, Typography, Iconography, Micro Interactions, Logo Design, Packaging solutions

### Tools

Figma, Figjam, Sketch, Invision, Zeplin, Adobe Creative Suite, Office Suite, Jira, Miro, Mural, Arduino, Tramontana

### Soft Skills

Cross-team Collaborator, Storyteller, Active Listener, Constructive Feedback.

## Activities

### Skill Share Facilitator

Fjord Dubai — May 2019 to August 2020

Initiated and implemented weekly skill-share workshops with Fjord Dubai design team to encourage talents and cultivate a feedback and collaborative culture.