

Profile: Chaitrali D. Dhole

Director – UX Design

Co-founder



Ogee Studio India Pvt. Ltd.

PROFILE:

- Linked in profile: <https://www.linkedin.com/in/chaitralidhole>
- 15+ years experience in working with teams distributed across multiple projects and domains in the field of User Experience Design / Human Factors/ Ergonomics
- Co-Founder of Ogee Studio India Pvt. Ltd. (a fully owned subsidiary of Ogee Studio Inc., Santa Clara, USA). www.ogeestudio.com – a User Experience Design firm specializing in Networking & Security enterprise products. Serving in the capacity of Principal – User Experience Design and Managing Director, since the company was founded in April 2015. Current team size of 22. Key clientele are Fortune 10, 50, 100 companies in the Bay Area, USA.
- Ex Co-Founder of another UX Design firms in India. Founded the company in Sept 2009. Exited the company in March 2015. Formed the team from scratch and single handedly brought in key clients like eBay, Stubhub, PayPal. The company's annual revenue was USD 1 million, with a team size of 25 when I exited the company.
- Responsible for delivery of top-quality user experiences for the clientele; sales and business development
- Perform all UCD activities including gathering requirements, task analyses, contextual inquiry, wireframes/ prototypes, usability testing, and expert evaluations in physical ergonomics and software usability
- Adept in grasping and application of new concepts. Research skills that extend beyond Google.
- Demonstrated ability to plan and execute projects in a timely fashion.
- Excellent PC skills and people skills. Excellent understanding of MS Office, Visio and publication tools
- Hardworking, quick to build rapport with colleagues and ability to support senior managers/executives.

SUMMARY

Ux designer leveraging design to achieve business & user goals. Has broad range of skills covering blue-sky thinking to influencing visual design. Demonstrated track record of working successfully across mulch-disciplinary teams across the globe, and delivering effective designs to drive new business.

Design experience that spans across multiple disciplines including real-time business intelligence, multi-dimensional data analytics and visualization, operational intelligence, networking and on the wire security. Recently, with the Ogee Studio's team of designers produced some truly unique work in the security data analytics and collaboration space; with unique visualizations, views and task flows, which have been a game changer for the clients.

Successful track record as IxD lead for e-commerce giants like eBay Inc. and StubHub (eBay Inc. Company) -- both onsite and offshore. Have lead critical site redesigns to set long term vision for optimal ux. Visualizing research data, helping in user studies, develop ideas and conceptualize, detailed interaction design, implement designs in wireframes, supervise prototype building, and influence visual design, through user driven innovative approaches. Not limited to design, but also partnered with the product manager to define the functional specs for the product, for key eBay sites across the globe. IxD lead for eBay Motors, designing

for USA and Germany. Actively mentored new eBay designers, shared best practices and conducted reviews with product and business teams for extended periods of time. Seasoned player in leading from offshore, a cross-functional design team to design web products for many Fortune 100 companies (Stubhub Inc., Achilles, Media IQ Digital). Partners with the client and the design managers to formulate design strategy while balancing user goals with business needs and technical constraints.

Evangelizes design, mentors designers, experienced in formulating design patterns for consistent product experience; collaborate with product managers, engineers and business to finalize requirements; define use case scenarios and create wireframes/mocks; present & rationalize designs to highest level of execs; establish user test plans to conduct usability studies, and assist in building prototypes for testing.

Chaitrali is a 'People First' pillar of her company, as she fundamentally believes in the power of relationships that helps sustain the business.

DOMAIN EXPERTISE

Networking & Security, eCommerce & Payment Gateways, eProcurement, Pre-Qualification & Supply Chain Management, HealthCare & Life Sciences, Banking & Finance

SPECIALITIES

Building & leading UX Design teams, Design Thinking & Conceptualization, Interaction Design, Visual Design Strategy & execution, Information design, Standards development,

Working closely with Product & Engineering teams to understand the business goals, product goals, and engineering constraints.

Working and leading onsite- offshore design teams

ACADEMIC PREPARATION

- M.S. in Biomedical Engineering (Major: Human Factors Engineering) (Mar 2003)
Wright State University, Dayton, Ohio
- HIPAA Research Compliance Training (Dec 2003)
NYU School of Medicine, Institutional Board of Research Associates
- Bachelor of Engineering in Instrumentation and Control Engineering (May 2000)
Vishwakarma Institute of Technology, University of Pune, India
- Second Level Diploma in German (Nov 2000)
Max-Mueller Bhavan, Pune, India

WORK EXPERIENCE

- **Director & Co-Founder | Principal – User Experience Design** (April 2015 to date)
OGEE STUDIO Pvt. Ltd., Pune, India (a fully owned subsidiary of Ogee Studio Inc., USA)
Built a stable team of 8 Interaction Designers (including myself) and 4 Visual Designers from ground up.
Execution of end-to-end UX projects, with the quality & standards set by the company
Design mobile experiences for key areas of the product, to be consistent with the web experience
Direct client & stakeholder interaction.
Execute the product vision into tangible and consumable experiences for the set of users
Ensure seamless project execution between the UX and UI Dev teams
Defining processes, plans, budgets & finances, resourcing, infrastructure for the UX team
Define Visual Design strategy for the products and get it executed
Closely liaison with product managers and technical architects to elicit requirements.

Sales & Business Development

Current revenue rate USD 1.2 Mil year-on-year with a profit margin of 50%

▪ **Co-Founder | Principal – User Experience Designer** (Sept 2009 to March 2015)

UX Design firm, Pune, India

Built a team of 12 Interaction Designers and 3 Visual Designers from ground up

With some key clients in the eCommerce & Procurement domain, led completely from offshore, a cross-functional design team to design web applications for the leader in the secondary tickets market.

Partnered with the client to formulate design strategy while balancing user goals with business needs and technical constraints. Partnered with the Ux Manager to formulate the user experience design strategy to deliver the business goals. Formulate and participate in design patterns for consistent site experience; collaborate with product managers, engineers and business to finalize requirements; define use case scenarios and create high fidelity mocks; present designs to executive staff; establish user test plans to conduct usability studies, and assist in building low-fi prototypes for testing.

She has been responsible for generating 50% of the company's annual revenue each year, along with leading the HR, Admin and Recruitment functions.

Company evaluation at the time of resignation USD 2 mil

Successfully led an effort to establish a new off-shoring model for 24/7 design production. Committed to communicating skillfully among business and creative stakeholders and leveraging design activities to impact business value. Focus on creating delightful customer experience and to find balance with business requirements, with the aim of building an experience to exceed expectations from both the business and customers.

As Client Relationship Manager (CRM) maintain a customer-focused mind-set towards every activity, concentrating on those that strongly contribute towards customer acquisition. Being the prime point of contact for customers, she draws in new clients through referrals; capitalizes on the existing ones; and bridges the seemingly endless opinions of very disparate groups. Her willingness to go 'that' extra mile to help and follow-up with the customers post projects establishes credibility and maintains the relationships between the organization and its clients.

First point of contact for all recruitment activities

▪ **Lead Interaction Designer (Consultant) – eBay Inc, San Jose, USA** (June 2007 to Dec 2008)

Sent onsite to work at eBay through Persistent System Pvt. Ltd.

- A successful track record as IxD lead for e-commerce giants like eBay Inc. and StubHub (eBay Inc. Company) -- both onsite and offshore. Have lead critical site redesigns to set long term vision for the best user experience. Visualizing research data, helping in user studies, develop ideas and conceptualize, detailed interaction design, implement designs in wireframes, supervise prototype building, and influence visual design, through user driven innovative approaches. Not limited to design, but also partnered with the product manager to define the functional specs for the product. This multi-million dollar project entailed redesign, not just for USA but also for eBay UK, France, Germany, India, and other eBay sites across the globe. Also lead other key projects in the eBay Buyer Experience Team. Also, been IxD lead for eBay Motors, designing for USA and Germany. Assisted the designer from Germany to create a user centered design to establish consistency across the products. Actively mentored new eBay designers, shared best practices and conducted reviews with product and business teams for extended periods of time during my assignment to the eBay Germany office, and from USA office.
- Successfully led an effort to establish a new off-shoring model for 24/7 design production. Committed to communicating skillfully among business and creative stakeholders and leveraging design activities

to impact business value. Focus on creating delightful customer experience and to find balance with business requirements, with the aim of building an experience to exceed expectations from both the business and customers.

- **Member of Technical Staff, Usability Engineering Center (Aug 2006 to Dec 2009)**
Persistent System Pvt. Ltd.
 - Responsible for understanding client requirements, proposing an outline solution and carrying out the entire project
 - Responsible for training and mentoring junior usability team members formally or informally
 - Responsible for assigning tasks to teams and tracking, monitoring and delivering on schedule
 - Responsible for design using Persistent's UCD methodology and UXDE process for projects
 - Building a design culture through activities like reviews, discussions, and debate
 - Ability to understand requirements from the client and convert them into a proposal
 - Ability to understand all UE issues related to the application
 - Strong understanding of usability and user centered design concepts, methodologies, tools and techniques is a must
 - Must have carried out all of the following activities independently: expert review, usability testing, creation of wireframes, creation of user interface structures, creation of test reports, creation of personas, scenarios, users studies (contextual inquiry, one-on-one interviews, surveys) and stakeholder data gathering sessions, standards and guidelines
 - Must be able to collate, analyze and interpret data from user studies and create designs
 - Knowledge of UI standards and conventions
 - Understanding of visual design, it's principles and its impact on user experience – demonstrate this through project deliverables.
 - Responsible for data collection, data analysis, task flows, expert reviews, information architecture, high-level design, detailed design, proof of concept and other activities with respect to software usability engineering
 - Create personas, profiles, and usage scenarios based on user research
 - Assist in the development of user interface structure and create wire frames
 - Working closely with development teams to rapidly come up with redesigns
Working with graphic designers to create prototypes

- **Sr. Lecturer, Instrumentation & Control Engineering (Sept 2005-to-July2006)**
Vishwakarma Institute of Technology, Pune, India
 - Responsible for conducting lectures and practical for graduate and post-graduate studies; conducting training programs in verbal and non-verbal communication skills; and project advisor for final year students.
 - Specialized Subjects: Human Computer Interaction, Biomedical Engineering, Communication Skills, Sensors & Transducers
 - Successfully managed and advised Endeavour 2006 (Technical Festival of V.I.T, Instrumentation Department with a budget of Rs. 2 lakh)

- **Research Assistant, Occupational & Industrial Orthopedic Center (OIOC), New York University (Aug2003-to-Aug2005)**
Prior to working for software Ux, Chaitrali has worked with the Hospital for Joint Diseases (NJD) and New York University (NYU), New York in the Occupational and Industrial Orthopedic Center (OIOC) as a

Research Assistant. She was responsible for co-coordinating, implementing and executing research projects and student activities.

Responsible for co-coordinating and implementing research projects and student activities between Occupational and Industrial Orthopedic Center (OIOC), Hospital for Joint Diseases Orthopedic Institute (HJD) www.hjd.org and Graduate Program in Ergonomics and Biomechanics (ERBI), New York University
Projects:

- Prevention of Work-Related Musculoskeletal Disorders Among Orthopedic Surgeons
- Instrumentation Nurses Perceptions of Ergonomic Risk Factors in Operating Room

Product Development:

- Surgical Stand for Surgeons
- Forceps used for surgical procedures
- Initiated and successfully executed the set-up Biomechanics lab as a joint venture of OIOC, HJD and NYU.
- Selected to judge the New York City Science and Engineering Fair (NYCSEF) conducted by the New York Academy of Sciences & Department of Education and Polytechnic University, NY

WORKSHOPS & CONFERENCES

- MWC 2016 & MWC 2017, Barcelona, Spain
30 min speaking session on UX Design Thinking
- RSA 2018, San Francisco, USA
30 min panel for Importance of UX for start-ups
- UX India 2014, Bangalore, India
Conducted **half day workshop: Predicting future UX for products**
- UX India 2013, Bangalore, India
Conducted **half day workshop: UX strategy: Future roadmap to success**
- IWIPS March 2011 - The International Workshop on Internationalization of Products and Systems, Malaysia **Invited talk: Global design teams: Changing Mindsets**
- Organized World Usability Day, Pune 2006 (as a UX team member of Persistent Systems Pvt. Ltd.)
- Interdisciplinary Seminar on Occupational Safety and Health (Aug 2003-Dec 2003)
National Institute for Occupational Safety and Health (NIOSH) and NY/NJ Education and Research Center (ERC)
- Environmental Occupational Health and Safety (Jan2004-May2004)
Site Visits and Industrial Processes: National Institute for Occupational Safety and Health (NIOSH) and NY/NJ Education and Research Center (ERC).

PUBLICATIONS

- Poster Presentation: "Website for the Pune Municipal Transport (PMT): A Community Project", HOIT2007, Chennai, India (Aug 2007)
- Prevention of Work-Related Musculoskeletal Disorders Among Orthopedic Surgeons
 - 25th Annual Scientific Meeting of NY/NJ Occupational Safety and Health ERC: Advancing Work Health and Safety in the New Millennium (April 2004)
 - 2nd Asian Pacific Conference on Biomechanics (Tapei, Taiwan) (Nov 2005)
 - International Society for the Study of Lumbar Spine (ISSLS) (Bergen, Norway) (June 2006)
- Instrumentation Nurses Perceptions of Ergonomic Risk Factors in Operating Room
 - 26th Annual Scientific Meeting of NY/NJ Occupational Safety and Health ERC: Occupational Health & Safety Programs-Clear Benefits for Workers and Employers (April 2005)
 - 2nd Asian Pacific Conference on Biomechanics (Tapei, Taiwan) (Nov 2005)
- Selected Instruments for Measuring Outcomes for Patients with Low Back Pain
Clinical Orthopaedics and Related Research (CORR)
- Prevention of work related musculoskeletal disorders among orthopedic surgeons: A pilot study- Annals of Surgery (Proposed)
- Operating room nurses perception of ergonomic risk factors in a surgical environment: A pilot study- Annals of Surgery (Proposed)
- Dictionary of Anthropometric Landmarks and Other Dimension Delimitations for Computer Human Modeling Design, Evaluation, Verification and Validation. (Proposed)
Roebuck, J. A., (Author and Editor) et al. Santa Monica, California, USA:
Roebuck Research and Consulting. (Draft in progress, tentatively for publishing by the U. S. Air Force.)
- German-English Glossary of Anthropometric Landmarks after Martin and Knussman-1988 (Proposed).
Roebuck Research and Consulting Bulletin 2004-1, Roebuck, J. A. and Gore, C. Santa Monica, California, USA: Roebuck Research and Consulting. (Draft in progress)

REFERENCES

- Subha Shetty, Vice President of Product and User Experience at Zenfolio
- Stephen Flamm, CEO, Ogee Studio Inc.
- Deborah Adams-Estrada, Customer Experience Strategist & Consultant
- Christian Rohrer, VP of Design, Research and Enterprise Services at Capital One.

CITIZENSHIP & VISA STATUS

Citizen of India and authorized to work within the Indian sub-continent

Valid B1/B2 USA visa

Previous H1B visa holder, so cap-exempt

Application for Canadian PR in process. Expected outcome May 2019