DHANUSH SOORYA SHANKAR

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EDUCATION

HEC Montréal, Québec, Canada *Jan 2024 - present*
Master of Science in User Experience
- UX Data Analysis - UX Design - UX research - Organizational Behaviour - UX Management - UX Evaluation
- Awarded financial Scholarship from HEC for "Excellence in Academics" as a research student in the first semester.

PSG College of Technology, Coimbatore, India *Jun 2018- Jun 2021*
Bachelor of Science in Computer Systems and Design
- Web Design - Database Management - Data Structures - Operating Systems - Full Stack Development

WORK EXPERIENCE

Coop Sportive Santé Gym, QC, Canada *[Gym coordinator - Part-time]* *Dec 2024 - present*
- Marketing & Sales: Develop and execute marketing campaigns, manage social media, and drive membership sales by conducting tours and promoting gym services.
- CRM & Client Relations: Maintain CRM systems, engage with members, address inquiries, and ensure a high level of customer satisfaction and retention.
- Administrative Support: Handle class scheduling, member registration, billing, and generate performance reports to assist the management team.

Tech3Lab, Montreal, QC, Canada *[Student researcher]* *Oct 2024 - present*
- Conducting UX research and scientific evaluation as part of my master's thesis with Tech3Lab under the supervision of the Directors and HCI researchers. Designing and executing controlled experiments to assess user interaction with information systems.
- Collecting multi-modal user data, including eye-tracking, facial expression, and physiological signals.
- Performing in-depth data analysis, inferential statistical testing, to validate hypotheses and measure standard UX metrics.
- Applying mixed-methods research (quantitative + qualitative) to derive actionable insights for industry partners.
- Writing and presenting research findings to contribute to both academic literature and applied UX practice.
- Conducting UX research and data analysis for ERPsim Lab's product testing. Involving in experiment design, biometric data collection, hypothesis testing, and delivering insights for product improvement.

Nava Technologies, Montreal, QC, Canada *[UI/UX Designer - Part-time Remote Internship]* *Jun 2024 - present*
- Designing the UI/UX of NAVA 360, a business management SaaS tool that does end-to-end business operations for 20+ health, wellness and lifestyle based businesses making digital transformation simple.
- Collaborating with clients to turn manual processes like appointments, revenue management, CRM, marketing and analytics into user-friendly automated work flows with in-depth user research, interviews and multi-level prototyping.
- Managing marketing efforts in terms of website design and upgradation, social media management from research, design and development with around 25% customer retentions.
- User testing new and existing functions and work flows to update user experience, design and user satisfaction.

Kambaa Inc., Coimbatore, India *[UI/UX Designer - Full-Time]* *Jan 2023 - Oct 2023*
- Handled UI/UX and web design with the front-end development team for the SaaS product "EasyDaily", for e-commerce businesses focussing on hyperlocal ordering, D2C delivery and subscription based services.
- Created fully functioning Android/iOS/windows high-fidelity prototypes of the applications in Figma.
- Supported digital marketing efforts for the e-commerce clients with content strategy, visual designs and videos generating 25% higher customer retention and increased website traffic.

Kissflow, Chennai, India *[Designer - Motion Graphics - Marketing - Full-Time]* *Feb 2022 - Oct 2022*
- Trained in UX, brand design, marketing, and social media strategy for the SaaS product "Kissflow" serving organisations to build "Low Code No Code" applications and create user friendly workflow processes.
- Associated as content creator with "The Digital Workplace", a digital transformation forum that explores how to rebuild productivity, collaboration, and culture for the digital age impacting 100 + CTOs and CEOs' methods of management.
- Supported as a video designer for the marketing and human resources team in terms of work culture videos, and brand marketing materials impacting 25000 new impressions on social media.

Vinculum Solutions Ltd., Noida, India *[Full-Time - Web Developer]* *Aug 2021 - Jan 2022*
- Gained hands-on learning of full stack development for the omnichannel commerce software in inventory management, retail management, product information management etc.
- Handled support tickets and queries in react.js, python, HTML and CSS.

Radio Hub PSG Tech, Coimbatore, India *[Internship - Student Radio Jockey]* *Oct 2018 - Apr 2021*
- Student Radio Jockey at PSG Community Radio with 50+ talk shows, 25+ interviews and 10+ shows as an event host.
- Participant in 108 hours of continuous live talk show marathon achieving the Guinness World Record.
- Social awareness video producer taking care of research, concept, direction, hosting, shooting, editing and publication.

UNIVERSITY PROJECTS

Farm Mart - Submitted to Anna University, Chennai, India.   *Jun 2021*
- Built an application for farmers to sell their products online to public eliminating the middlemen commission intending to bring a change in agriculture business by digitalizing commerce for farmers. An Android/iOS platform was designed in Flutter, Node JS, and MongoDB with functions like sell, buy, payment, browse, subscribe, etc. Contributed in ideating the concept, research and design including personas, interviews, prototyping, information architecture and user testing.

STARTUP & LEADERSHIP EXPERIENCE

Maadience, Coimbatore   *Est. Mar 2020*
- Founder of an event management company which is a platform for budding artists to showcase their talents.
- Organized 10+ open-mic shows for corporate events & general audiences on my house terrace with 100+ viewers.

VOLUNTEER EXPERIENCE

Vision India 2030 – By Radio Hub   *Jan 2020*
- Following former Indian President Dr. APJ Abdul Kalam's dream, volunteered in the campaign insisting "I am the change; I make India a superpower" by 100000 voices of the people of India with the vision of making India a developed country by 2030. Hosted public campaigns seeding patriotism to uplift India through music concerts for 2000+ viewers.

PERSONAL INTERESTS

- Professional Photographer and YouTube content creator with 1500+ subscribers posting photography and lifestyle blogs.
- Singer/Guitarist with 20+ stage show records.

SKILLS: UI Design, User Testing, Data Analysis, Marketing, Web design, Prototyping, Wireframing, Content creation, Branding

TOOLS: Adobe Creative Suite, Figma, Framer, MS Excel, PowerBI, HTML, CSS, Python, React