

TANISHKA DHANKHAR

Senior UX & Interaction Design Lead

 Tanishka Dhankhar |  <https://tanishkadhankhar.com> |  <https://www.linkedin.com/in/tanishka-dhankhar/>

SUMMARY

Senior UX & Interaction **Design Lead with 7 years of experience** shaping human-centered, scalable, and tech-driven digital ecosystems across **telecom, fintech, and autonomous retail**. Skilled at **leading design strategy from brief to delivery, aligning cross-functional teams, mentoring juniors and driving accessibility-first innovation**. Passionate about building intuitive, scalable, and visually refined **user experiences that deliver business impact**.

EXPERIENCE

UX Designer Lead Specialist | Accenture | 2021 – 2025

- Led UX design for EASE, the world's first AI-powered autonomous telecom store, pioneering a self-service, kiosk-driven retail experience.
- Served as SPOC for Self Assist Systems (SAS) & Self Service Kiosks (SSK), designing end-to-end interactions for seamless entry, navigation, and checkout flows.
- Designed RFID-based pilferage control, AI-powered chatbot (TEMI), and AI-integrated product promotions, ensuring an intuitive and human-free retail model.
- Collaborated across global stakeholder teams, balancing user needs, business priorities, and technical feasibility.
- Optimized self-assist journeys to deliver up to **80% reduction in wait time** and **50% decrease in operating costs**.

GoChat – Etisalat Super App (Telecom, Chat, Video & Gaming)

- Led UX enhancements post-launch, focusing on feature expansions & user engagement strategies.
- Designed and integrated a short-form video feed (Video Bites), introducing a TikTok-style experience for higher retention.
- Enhanced Rewards & Promo system, **optimizing flow & visibility of partner offers, improving in-app engagement**.

Bank of America – Enterprise Architecture UX (B2B Fintech Platform)

- Led UX & UI transformation for BoFA's Enterprise Architecture Road Mapping & Workbench (EAW & EARC), converting legacy SharePoint-based systems into intuitive digital platforms as a sole contributor for 100+ screens.
- Ensured WCAG & ADA compliance, implementing accessibility-first design solutions for third-party assistive technologies.

- **Reduced user onboarding time and improved task completion efficiency** via restructured IA and accessibility design **by 35%**.

LEADERSHIP & DELIVERY HIGHLIGHTS

- Design SPOC across multi-vertical teams.
- Defined design roadmaps and coordinated Jira sprints across product and engineering to ensure timely delivery, quality assurance and release reviews.
- Partnered with PMOs and engineering teams to align UX direction with business strategy and technical feasibility.
- Conducted cross-functional workshops and retrospectives to ensure alignment and delivery efficiency.
- Mentored designers & conducted accessibility workshops to ensure ADA & WCAG compliance sessions across design teams.

EDUCATION

B.Des, Graphic Design | Symbiosis Institute of Design, Pune (2014 – 2018)

CORE SKILLS & EXPERTISE

- User Experience Design & Interaction Design (UXD, IxD, Information Architecture)
- Service Design & Ecosystem Mapping
- Wireframing & Prototyping
- Enterprise UX & Digital Transformation
- ADA, WCAG & Accessibility Compliance
- UX Research & Usability Testing
- Visual Design & Design Systems
- Stakeholder Collaboration, Mentorship & Delivery Management

HONORS & AWARDS

- **Logitech MX Design Competition (Judge) | Feb 2025** – Selected as a jury member for evaluating cutting-edge UX/UI design concepts.
- **Application Development Competition (Judge) | April 2023** – Evaluated student app prototypes for usability and innovation at SCTR'S PICT International Symposium.
- **Social Innovator – Accenture Global Technology Innovation Contest (GTIC) 2020** – Top 45 finalist for designing Samiksha: Find The Missing Child, a social innovation prototype.