Dina Kaganer
Product Designer

I'm a full stack product designer with 5+ years experience who has worked B2B and B2C, across the entire product lifecycle from research to implementation.

WORK EXPERIENCE

Foundation Medicine / Product Design Intern
June, 2023 - August, 2023, Fully Remote

- Collaborated with engineers to create a working demo of an Azure AI chatbot. Intended goal was to improve the onboarding experience and research capability for Customer Service teams.
- Created the design language and UI high-fidelity prototype of the chatbot.
- Led user research efforts to define chatbot product requirements, uncover costumer needs, and define the short and long-term strategy.
- Set up design mockups and user test sessions to gather input from customers on a simplified and streamlined digital lab output report.

Deloitte Digital / Senior Design Consultant
February, 2022 - August, 2022, New York City

- Worked with the Human Capital team to apply human-centered design to solve clients' organizational challenges and build the Workforce by Design practice.
- Built a research plan and user personas that informed the rollout strategy of a healthcare insurance company's enterprise software.
- Conducted 15 interviews and 1 CoDesign session that drove key insights, concepts, and executive decision-making for a design operations project.

CBRE / Manager
March, 2021 - February, 2022, New York City

- Led 3-4 workplace strategy and change management projects at a time ranging from 50K- 200K, managing teams of 2-5 people.
- Piloted new tools and norms that reduced remote work pain points, increased employee productivity, and led to a company-wide launch.
- Facilitated client and internal team workshops where applied design frameworks to identify trends, gaps, and opportunities.
- Acted as a people manager for 2 strategists, helping them develop their talent and advocating for their needs.

Senior Design Strategist / January, 2020 - March, 2021
Design Strategist / July, 2018 - January, 2020

- Built web-based portals, interactive playbooks, and toolkits to create scalable workplace and change programs.
- Executed generative and evaluative research to successfully transition 8 companies through organizational and real estate transformations.
- Led mixed method research and provided actionable design strategies that drove decision-making amongst key business partners.

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EDUCATION

Carnegie Mellon University
August, 2022 - December, 2023

Master of Integrated Innovation for Products & Services

Cornell University
August, 2014 - December, 2017

Bachelor of Science in Design & Environmental Analysis

Concentration in Interior Design, Design Strategy

SKILLS

User Research Methods
Contextual inquiry, competitive analysis, digital ethnography, guerrilla research, diary studies, co-design, usability testing, affinity clustering

Design
UI/UX design, product design, personas, journey mapping, flow charts, service blueprints, wireframes, prototypes, basic HTML & CSS

Tools
Figma, SurveyMonkey, Adobe Creative Suite, Lucid Charts, Visual Studio Code

AWARDS

Gold / Global Student Service Design Challenge/ 2023
Awarded for "Solace", a service concept that empowers caregivers of terminally- ill patients.

Gold / McGinnis Venture Competition / 2023
Awarded for "D.Sole", an early diagnosis at-home medical device for peripheral neuropathy in diabetics.