Divya Maurya
Experience Designer

im.divyamaurya@gmail.com
linkedin.com/in/divya-maurya

behance.net/divyamaurya
medium.com/@divyamaurya.ux

WORK EXPERIENCE

Experience Designer
LTIMindtree

Noida
April 2021 - Present

Working with Mindtree for more than 3 years, supporting a variety of accounts such as a leading FMCG brand, a global sportswear company, a multinational consumer goods corporation, and a major chemical company with their UX requirements. In addition, also assisting with tasks like participating in presales activities and more.

- **a leading FMCG brand**

  Collaborate with cross-functional teams including product managers, business analysts, consultants, and developers to design PowerBI Dashboards and web applications for this leading FMCG brand.

  Facilitate workshops, conduct user research (such as user interviews, surveys, usability testing), generate insights through research, and effectively communicate research findings to stakeholders in order to design and implement user-facing products.

- **a leading sportswear brand**

  Responsible for the websites in terms of UI/UX for middle-east and north-african markets such as UAE, Israel, Libya and Kenya.

  Foster collaboration and consistency across teams by working closely with the product managers, consultants, designers, and developers to improve the product.

  Lead overseas client engagements from a UX perspective, discussing designs and demonstrating prototypes to incorporate new features for both LTR and RTL formats.

  Generate insights through user research and pitch ideas accordingly, aligned with the brand's design language.

  Perform A/B tests to solve the visitors' pain points, increase website conversions or leads, and decrease the bounce rate.

  Ensure consistency globally, considering the cultural differences among countries/markets and bringing congruity between the design and the developed product.

- **a multinational consumer goods corporation**

  Gather the data and organise them into relevant categories to convey critical and meainful information for admins or analysts to monitor consumers' activities.

  Work closely with developers to achieve the dashboard's design considering the constraints of Microsoft Power BI using necessary tools to make modifications as needed.

  Design additional user-oriented dashboards for various brands, such as a popular hair care brand and a well-known diaper brand.

- **Digital Health Travel Passport**

  An add-on module for travel apps during Covid

  Work with the consultant and the client to understand project requirements, carry out user research, and perform the preliminary investigation.

  Lead a team of designers, monitor the project's progress, designing a prototype that complies with multiple travel apps' aesthetic standards to fit into their flow variants.

  The module is embedded in the pre-existing apps of travel suppliers, and the product received media recognition by 'The Hindu.'"

EXPERIENCE

Sr. UI/UX Designer
Mount Talent

Noida
Feb 2020 - April 2021

Conceive, plan and lead the development of high-end, effective digital products.

Create information architecture and UI/UX design for complex interactive projects (International and Indian Government).

Define digital strategies, wireframes, prototypes, and UX requirements documentation.

Communicate externally and internally, facilitate internal team communication, bridging the gap between visual design, functional development, and content.

Communicate the value of design disciplines of product to clients.

UI/UX Designer
Million Sparks

Noida
Jan 2018 - Feb 2020

User research, User Interface & Visual Design, Wireframes, Prototyping across the ChalkLit mobile application.

Conceptualize and design the entire millionsparks.org website which also includes in-app or web graphics using requisite tools.

Assist with other design tasks such as creating marketing collaterals or promotional materials such as newsletters, brochures, flyers, etc. when necessary.

Graphic Designer
Simran Graphics

Delhi
Mar 2014 - Apr 2017

Designed book covers and interiors in CorelDraw, using a variety of tools to create layouts that enhance the story.

Proofed manuscripts for typographical errors and checked illustrations for accuracy against the text.

Graphic Designer
Edit One International

Delhi
Jan 2013 - Feb 2014

Understand the publisher's aesthetic standards and comply with them ensuring consistency in all over the book.

Design the book interiors or the chapter contents in the pre-designed layouts and add relevant images.

Media Mentions

The Hindu

The product "Digital Health Travel Passport" grabbed the headlines in the esteemed news agency.
www.thehindu.com/business/mindtree-builds-digital-health-travel-passport-on-blockchain/article37285404.ecett

Awards

24 FPS International Animation Awards 2017
Finalist
Multimedia Category

The Grid Designathon 2022
Finalist
Grid Design · Squareboat

Certifications

Project Management
(2023)
IIT Delhi

Advanced Program in Digital Media & Design
(2016-2017)
MAAC

Skill Set

Figma	Illustrator	Invision	Zeplin
XD	Photoshop	HTML5	Adobe Premiere
Sketch	Jira	CSS	CorelDraw