Divya Maurya
Experience Designer

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Profile Summary

Dynamic Experience Designer with a decade of expertise transforming user-centered digital journeys across B2B and B2C industries.

Successfully led global design initiatives, improving user engagement and achieving measurable business outcomes in FMCG, travel, sportswear, and AI-driven applications.

Skill Set

- UX Research
- UX Strategy
- Design Thinking
- Design Workshops
- Product & Service Design
- Wireframing
- Prototyping
- Storytelling
- Design Presentations
- Design Systems
- Human-Computer Interaction
- Digital AI Products
- Mobile First Design
- Request for Proposals (RFP)
- Qualitative & Quantitative Research
- Information Architecture
- User Journeys
- Interaction Design
- Usability Testing
- Prototype Testing
- Data Visualisation & Dashboard
- Power BI Platform Dashboards

Design Tools

Figma • Adobe XD • Sketch
Miro • Zeplin • Invision

Illustrator • Photoshop
MS Suite • Jira

Certifications

Adv. Prog. in Digital Media & Design
MAAC • 2016-17

Project Management
IIT Delhi • 2023

Generative AI & iLead Leadership
LTIMindtree • 2023 & 24

Microsoft UX Design
Coursera • 2024

Awards

24 FPS • 2017
Nominated in Multimedia Category
for Brand & Identity visuals

The Grid Designathon • 2022
Finalist group for innovative
sustainable product design concept

Top Clients

P&G • Unilever • Adidas • EY • SIDBI • Google • NMIMS • ICSI • AkzoNobel

Work Experience

LTIMindtree • Noida   April 2021 - Present

With over 3 years at LTIMindtree, supported a variety of accounts, including a leading FMCG brand, a global sportswear company, a multinational consumer goods corporation, and a major chemical company, delivering tailored UX solutions and contributing to presales activities.

Skilled in user research, design thinking, wireframing, and prototyping, excels at crafting intuitive, innovative experiences that bridge technology and human needs.

Work spans global markets, collaborating with cross-functional teams to deliver impactful products that align with business goals and exceed user expectations.

Projects at LTIMindtree

a multinational consumer goods corporation

Strategized an AI project that generates actionable concepts to aid business decisions with a data-source analyzer like modules to process and translate reviews from diverse consumers.

Organized data into meaningful categories for admins and analysts to monitor consumer activities effectively in order to design and delivery of the dashboards, also bridging constraints of Microsoft Power BI and collaborating with developers to ensure successful implementation.

a leading FMCG brand

Collaborated with cross-functional teams, including product managers, business analysts, consultants, and developers, to design Power BI dashboards and web applications.

Facilitated workshops and conducted user research (interviews, surveys, usability testing) to generate insights for strategizing the design and implementation of user-facing products. Effectively communicated findings to stakeholders, ensuring alignment with business objectives and delivering optimal design solutions.

a global sportswear company

Led the UI/UX design for websites targeting MENA markets, focusing primarily on the UAE.

Fostered collaboration across teams to enhance product design and ensured adherence to the brand's design language.

Managed overseas client engagements, presenting designs and prototypes, conducting A/B testing, to incorporate features for both LTR and RTL formats.

Addressed user pain points that improved conversions, decreased cart abandonment rates and decreased bounce rates significantly, while ensuring cultural adaptability and global consistency between design and development.

digital health travel passport

an add-on module for travel apps during Covid

Worked closely with consultants and clients to understand project requirements, conduct user research, & perform preliminary investigations for a travel module to be embedded in existing travel mobile apps.

Led a team of designers to develop prototypes that adhered to aesthetic and functional standards across multiple travel app variants. The module received media recognition from The Hindu for its innovation during the COVID-19 pandemic.

Prior Experience

Sr. UI/UX Designer
Mount Talent
Noida
Feb '20 - Apr '21

Led the design and development of high-impact digital products, creating information architecture, UI/UX designs, and prototypes for complex projects, including international and Indian government initiatives.

Defined digital strategies and facilitated cross-functional communication to align visual design, development, and content.

Effectively communicated the value of design disciplines to clients, ensuring project alignment and success.

UI/UX Designer
Million Sparks
Noida
Jan '18 - Feb '20

Conducted user research, UI/visual design, wireframing, and prototyping for the ChalkLit mobile application and conceptualized the design of the millionsparks.org website, including in-app and web graphics.

Created marketing materials such as newsletters, mailers, and presentations to showcase ideas.

Graphic Designer

Simran Graphics
Mar '14 - Apr '17
Delhi

Designed book covers and interiors, proofed manuscripts for errors, and ensured alignment with publishers' aesthetic standards using CorelDraw and other tools.

Edit One Intnl.
Jan '13 - Feb'14

Ensured consistency with publishers' design by designing book interiors and chapter layouts, adding relevant imagery within pre-defined templates.