

Divya Maurya

Experience Designer

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portfolio: divyamaurya.com
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Profile Summary

Seasoned UX Designer and Strategist with 11+ years of experience delivering user-centered digital solutions 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

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

View my portfolio at divyamaurya.com for detailed case studies

- 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, conducted user research (interviews, surveys, usability testing), and generated insights to inform the design and implementation of user-facing products. Effectively communicated research findings to stakeholders to ensure alignment with business objectives and found the ultimate design solution.
- a global sportswear company**

Led the UI/UX design for websites targeting MENA markets, mainly UAE website.

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

Graphic Designer Edit One Intl.

Jan '13 - Feb'14

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

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