

Divya Maurya

UX Strategist | Design Lead

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Visionary UX Strategist with 11+ years of experience shaping human-centered digital products that blend empathy, innovation, and impact. Skilled at turning complex challenges into intuitive solutions, influencing product vision, mentoring teams, and driving accessibility. Proven success with enterprise platforms, AI tools, and global consumer experiences for Honda, P&G, Adidas, Unilever, AWS, e&, EY, ICSI and Google, backed by a strong foundation in visual design for outcomes.

Experience

April 2021 – Present

Senior UX Specialist - LTIMindtree, Noida

Leading a design team for smart home applications, leveraging user insights to deliver innovative IoT and voice-powered features for the UAE market.

Envisioned and led the redesign of a leading automotive financial services platform for the U.S. market, ensuring WCAG accessibility, conducting empathy sessions, and aligning cross-functional stakeholders with business objectives through strategic workshops.

Directed the AI Concept Generator for an FMCG brand, streamlining product upgrade suggestions, reducing friction for business users, and accelerating time-to-market.

Designed and implemented Power BI dashboards to empower leadership with real-time, data-driven decision-making.

Developed a Health Travel Passport module for major airlines, integrating vaccination records, test results, and travel documentation for seamless travel experiences.

Enhanced cultural adaptability and simplified complex workflows in enterprise web and mobile applications by designing LTR/RTL experiences for global accessibility, improving task completion rates by 40–50%.

Supporting pre-sales by collaborating with cross-functional teams to deliver design solutions for client proposals.

Feb 2020 – Apr 2021

Senior UX Designer - Value Innovations

Created designs for international and government digital products, addressing real pain points through design workshops that aligned user needs with business goals.

Jan 2014 – Feb 2020

Visual Designer - Prior Career Highlights

Led UI/visual design for ChalkLit app and millionsparks.org, improving usability and brand presence.

Created marketing and editorial assets including newsletters, presentations, and book designs.

Delivered consistent, high-quality visual design across print and digital platforms for publishers and NGOs.

Skills

Human-Centered Design

Strategic Design Leadership

UX Strategy & Research

Accessibility & Inclusive Design

Stakeholder Engagement

Workshop Facilitation

UX Mentoring & Team Enablement

Product & Service Design Thinking

Data-Led Decision Making

Data Visualization & Power BI Dashboards

Agile Collaboration & Design Sprints

AI + UX Integration

Wireframing & Prototyping

Tools

Figma | Adobe CC | Sketch | Miro | Zeplin | Jira

Certifications

Google UX Design - Coursera, 2025

Microsoft UX Design - Coursera, 2024

Project Management - IIT Delhi, 2023

Gen AI & iLead+ Leadership - LTIMindtree, 2024

The Art of Storytelling - Coursera (IESE), 2025

Adv. Digital Media & Design - MAAC, 2016-17

Beyond the Desk

UX Design Workshop | Shivaji College, DU
Jan 2025

Delivered a two-day hands-on program on design thinking, user research, journey mapping, and Figma prototyping, enabling students to turn user challenges into industry-ready interfaces.

Contributor | DASCH

Jun 2025 - Present

Drive impact within the designer community at DASCH by leading initiatives that cultivate design knowledge and awareness for emerging talents.