

Divya Maurya

UX Strategist & Experience Design Leader

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Experience Design Leader with 12+ years of expertise driving human-centered transformation across global enterprises. Proven ability to lead multidisciplinary teams through discovery, research, strategy, and design delivery, blending empathy with business intent to create scalable impact. Skilled in facilitating workshops, mentoring teams, and translating insights into experience strategies and service blueprints that move both markets and people. Trusted by clients including Convatec, Honda, P&G, Adidas, Unilever, AWS, e&, EY, ICSI, and Google, with a track record of aligning user experience vision with organizational growth.

EXPERIENCE

April 2021 – Present

Senior UX Specialist – LTIMindtree

Design Location Lead, Delhi NCR, spearheading design collaboration & driving leadership for LTIMindtree's regional team.

Led the end-to-end experience strategy for a CPQ enterprise platform for a U.S.-based MedTech company, guiding a 4-week discovery phase with qualitative research, stakeholder mapping, and journey modeling to define product direction. Designed and facilitated co-creation and ideation workshops, producing actionable insights, customer journeys, and prototypes that strengthened cross-functional alignment and design outcomes.

Championed human-centered design practices, embedding accessibility, inclusivity, and measurable business impact across complex digital ecosystems for FMCG enterprise web apps.

Directed the AI Concept Generator for an FMCG client, applying data-driven insights to streamline product innovation and accelerate decision cycles.

Redesigned two U.S. automotive financial platforms, defining a new experience model aligned with WCAG standards and business KPIs through empathy workshops and user research.

Mentored designers across regions, elevating capabilities through internal training on Power BI, data visualization, and research communication.

Supported pre-sales and business development by shaping design proposals and contributing to high-stake strategic pitches.

Feb 2020 – Apr 2021

Senior UX Designer – Value Innovations

Led UX design for international and government products, integrating research, workshops, and iterative prototyping. Simplified complex service journeys into clear, outcome-driven experiences for both users and stakeholders.

Jan 2014 – Feb 2020

Visual Designer – Prior Experience

Crafted intuitive visual and interface design for ChalkLit App and millionspark.org, enhancing engagement and usability. Delivered cohesive branding and editorial experiences across digital platforms, ensuring design integrity and accessibility.

Skills

Human-Centered Design & Research

Experience Strategy

Service Blueprinting

Workshop Facilitation

Stakeholder Engagement

UX, CX & Product Design

Power BI & Data Visualization

Accessibility (WCAG)

Mentorship & Team Leadership

Design Audits & Heuristic Evaluation

Design Systems

AI + UX Integration

Agile Collaboration

Tools

Figma | Sketch | Miro | FigJam | Adobe CC
Zeplin | Jira | Power BI | Power Apps

Certifications

Google UX Design - Coursera, 2025

Microsoft UX Design - Coursera, 2024

Project Management - IIT Delhi, 2023

Gen AI & iLead+ Leadership - LTIMindtree

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

Achievements

Guest Speaker | Shivaji College,
University of Delhi, 2025

Led a two-day UX foundation workshop, mentoring students to transform research insights into real-world design solutions.

Education

MCA & BCA – IGNOU

12th Grade – CBSE Delhi