

Divya Maurya

UX Strategist & Experience Design Leader

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Design leader with 12+ years of experience driving user-centered transformation across global enterprises. Proven in leading cross-functional teams, shaping product strategy, and delivering scalable experiences aligned with business outcomes. Strong track record of influencing product and business decisions through data-backed UX strategy, navigating ambiguity, and translating insights into high-impact outcomes. Currently pursuing Executive MBA from IIM Bangalore to deepen strategic, leadership, and business capabilities.

EXPERIENCE

April 2021 – Present

Senior UX Specialist – LTM (formerly LTIMindtree)

Led UX strategy for a U.K.-based MedTech platform, managing a distributed team and transforming complex enterprise workflows into scalable experience solutions.

Conducted research, workshops, and empathy sessions to uncover user needs and align cross-functional stakeholders on business goals.

Partnered with product, engineering, and business teams to translate insights into product decisions and roadmap priorities.

Contributed to the design of a custom CPQ solution, improving workflow efficiency and business operations.

Acted as a hybrid BA, refining functional user stories to ensure clarity, feasibility, and alignment with experience goals.

Established design governance across global teams, ensuring consistency, accessibility (WCAG), and quality standards.

Improved customer retention by 43% for a U.S.-based consumer product by leveraging product analytics and UX optimization.

Led UX for a global automotive finance platform, driving research, workshops, and empathy mapping to inform product decisions.

Directed AI-led concept initiatives for FMCG clients, accelerating innovation and decision-making cycles.

Led NCR design team and mentored designers across regions, building capabilities in data-driven design and Power BI.

Drove pre-sales and strategic pitches, positioning design as a business growth driver.

Feb 2020 – Apr 2021

Senior UX Designer – Value Innovations

Led UX for international and government projects, driving research and end-to-end product design. Simplified complex service journeys into intuitive, outcome-driven experiences, and partnered with stakeholders to align product direction with user needs and business goals.

Jan 2014 – Feb 2020

Visual Designer – Prior Experience

Designed mobile app interfaces focused on usability and scalable visual systems, while delivering editorial and visual design for publication houses. Built strong expertise in visual storytelling, branding, and communication design across digital platforms.

Skills

UX Strategy
Product Thinking
Design Vision
Design Governance
Service Design
Stakeholder Management
Cross-functional Leadership
Strategic Problem Solving
Design for Business Impact
User Research
Journey Mapping
Accessibility (WCAG)
Data-driven Decision Making
Workshop Facilitation

Tools

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

Education

**Executive MBA (PGPEM) -
IIM Bangalore (Ongoing)**

Certifications

Project Management – IIT Delhi (2023)
Microsoft UX Design – Coursera (2024)
Google UX Design – Coursera (2025)
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.