

Divya Maurya

UX Strategist | CX & AI-led Platforms

divyamaurya.com

(+91) XXX XXX XX XX

im.divyamaurya@gmail.com

linkedin.com/in/divya-maurya

Product leader with 12+ years of experience driving customer experience (CX) transformation, AI-led product innovation, and scalable platform delivery. Proven in owning product vision, defining roadmaps, and delivering data-driven solutions that improve customer outcomes and business performance. Strong track record of leading cross-functional teams, influencing senior stakeholders, and building products from concept to launch across global environments. Currently pursuing MBA from IIM Bangalore to deepen strategic, financial, and leadership capabilities.

EXPERIENCE

April 2021 – Present

Senior UX Specialist – LTM (formerly LTIMindtree)

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

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

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

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

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

Drove pre-sales & strategic pitches, positioning design as a business growth driver. Provided effort estimation & delivery planning inputs for product initiatives, aligning timelines and resource capacity.

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

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

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

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

Led NCR design team as the location lead and mentored designers, building capabilities in data-driven design and Power BI.

Feb 2020 – Apr 2021

Senior UX Designer – Value Innovation Labs

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

Product Management

Customer Experience (CX) Strategy

Product Strategy & Roadmaps

AI & Predictive Solutions

Experimentation, A/B Testing & KPIs

Customer Insights, Defects & Research

Data-driven Decision Making

Stakeholder Management

Cross-functional Leadership

Strategic Problem Solving

Product Lifecycle & Prioritization

Platform Thinking

Agile, Backlog & Delivery Planning

Customer Feedback & VoC Mechanisms

Tools

Figma | Miro | FigJam | Jira

Adobe CC | Sketch | Zeplin | Power BI

Education

BCA – 2015 | MCA – 2018

MBA (PGPEM) – IIM Bangalore (Pursuing)

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.