

DIVYA SINGH

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PROFESSIONAL PROFILE

A Product Designer with a diverse experience in designing and optimizing UX for Finance, Logistics and Retail industry. My expertise lies in design strategy, user research, interaction design, and collaborating closely with cross-functional teams to drive user-centred outcomes. With an experience of 8 years, I specialize in translating business objectives into intuitive digital experiences that also align with the company's strategic goals.

WORK EXPERIENCE

PUBLICIS SAPIENT, INDIA

Senior Experience Designer-L2

Nov 2023 - Current

- Led the design and coordination from ideation to implementation of a federally mandated security feature for a telecom company. The feature enabled users to protect themselves from fraud using SIM, number and device locks. Collaborated with cross functional teams to ensure compliance and conducted audits to optimise user experience.
- Led a team of 10 designers for a design hackathon based on redefining luxury travel leveraging UGC and harnessing AI.

PIRAMAL FINANCE, BENGALURU

Senior Experience Designer-2

Dec 2022 - Aug 2023

- Led the design and coordination of a customer loan verification platform. This is a data-sensitive and interactive platform for online and in-person interaction with the customer which plays a crucial part in loan approval process. Also, Conducted user research, formulated design strategy with the help of cross functional teams.
- Mentored 2 new team members and facilitated seamless transition of project ownership through ongoing collaborative support, and contributing to the project success.

Senior Experience Designer-1

Mar 2022 - Nov 2022

- Led the design and coordination of a streamlined branch and central operations platform. I conducted the user research and formulated the product design for the platform by collaborating cross-functionally. And, eventually translated operational workflows into user-friendly interfaces that optimized efficiency and improved productivity.

WONGDOODY (INFOSYS DIGITAL), BENGALURU

Experience Designer

Aug 2019 - Feb 2022

- Conducted user research, collaborated with stakeholders for Finacle platform redesign. Understood intricacies of a banking platform and solving issues faced by both the customers as well as sales representatives. Developed operational workflows and designed user-centric dashboards.
- Designed a D2C interface for a UK based Shipping & Logistics company for Order placement, Quote generation and shipment tracking. Updating and improving the platform based on LIVE customer and carrier feedback. Coordination with global teams for development and product requirements. Brainstorming and quick prototyping for solutions.

YELLOW DESIGN STUDIO, DELHI

Creative Director

Mar 2019 - Aug 2019

- Led Brand and communication design for different clients in retail, real estate and construction industry. Handled client coordination and brief designing to align the team and expected design outputs.

Graphic Designer

Dec 2017 - Mar 2019

- Worked on Problem Identification and ideation, along with quick prototyping and 3D modelling, for product design requirements. Conducted User research surveys and Logo design for various brands in retail sector.

CNT ARCHITECTS, BENGALURU

Architect

Aug 2015 - Jul 2017

- Designed and collaborated between onsite and offsite teams for IIM trichy institutional construction project.
- Introduced set of enhancements in the format of design drawings which got implemented across projects in the studio.

SOFT SKILLS

Agile Methodology	UX Audit	Strong Communication
Design Thinking	UX Research	Attention to Detail
System Thinking	Story boarding	Cross-Functional Collaboration
Team Management	Time Management	A/B testing and Data-Driven Decision making

EDUCATION & CERTIFICATIONS

Industrial Design SCHOOL OF PLANNING AND ARCHITECTURE, DELHI, INDIA	Masters in Design	<i>Aug 2017- May 2019</i>
Architecture Design SCHOOL OF PLANNING AND ARCHITECTURE, DELHI, INDIA	Bachelors in Architecture	<i>Aug 2008- May 2015</i>
Strategy Design Thinking RHODE ISLAND SCHOOL OF DESIGN, RI, USA	Certification Course	<i>Oct 2021- Dec 2021</i>
Strategy Management and Business Essentials INSEAD, FRANCE	Certification Course	<i>Jun 2023- Dec 2023</i>

AWARDS & HONORS

Collab-O-Ready 5.0	Lufthansa Elevate VR FINALISTS	<i>May 2024</i>
Piramal Tech Hackathon	Quick Enhance Portal WINNER	<i>Dec 2023</i>
Infosys Global Hackathon	Performance management Portal Design WINNER	<i>Oct 2019</i>
Toastmasters, Bengaluru	Infosys AVP MEMBERSHIP	<i>Dec 2020-Jun 2021</i>
Volume Zero	Portable chair Design SPECIAL MENTION	<i>Dec 2018</i>

LANGUAGE

English	High Proficiency
Hindi	High Proficiency

REFERENCES

- **Abhijit Pundeer** | Associate Creative Director PUBLICIS SAPIENT
- **Samrat Sankhya** | Senior Design Lead PIRAMAL FINANCE
- **Kumar Rao** | Team Manager WONGDOODY
- **Dharmesh Jaiswal** | Director YELLOW DESIGN

TOP TECHNICAL SKILLS

Figma (5 years)	Jira (5 years)	Adobe Photoshop and Illustrator (8 years)
Wireframing (5 years)	Prototyping (5 years)	Procreate
Invision(3 years)	Google Analytics	Hotjar(4 years)