Divya Singh
Senior UX/Product Designer

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Summary

Senior UX Designer with **7+ years** of experience across **finance, telecom, logistics, and retail**, working with **global industries and international clients**. Skilled in solving **complex UX challenges** through **user-centered design, usability research, and scalable design systems**. Adept at **collaborating across cultures, mentoring designers, and optimizing digital experiences**. With a background in architecture and product design, I bring a structured, problem-solving approach to creating **intuitive, impactful solutions** that balance **user needs, business goals, and technical feasibility**.

Work Experience

Nov 2023 - PRESENT

Publicis Sapient, Gurgaon, India – *Senior Experience Designer*

- Client Work: Led the **design and coordination from ideation to implementation** of a federally mandated security feature for a US based leading telecom brand. The feature enabled users to protect themselves from fraud using SIM, number and device locks. Closely collaborated with cross functional teams (like product, data, marketing, legal and engineering) and business stakeholders across international teams to ensure compliance and conduct audits to optimise user experience by reducing frauds by 34%. *Project under NDA. Case study is password protected in portfolio. Can discuss it during interview*
- Mentorship: Mentored budding professionals and junior designers both independently as well as within the organisation.
- Hackathon: Led a team of 10 designers(UX and UI) in a 3 month long design hackathon focused on redefining luxury travel through AI-powered experiences and user-generated content (UGC). The final design showcased immersive interactions in VR and leveraged strong interaction design principles to enhance the luxury travel experience. *Case study available in portfolio website.*

Mar 2022 - Aug 2023

Piramal Finance, Bengaluru, India – *Senior Experience Designer*

- Led the **design and coordination** of a customer **loan verification and operations** platform, a data-sensitive and interactive system crucial to the loan approval process for both **online and in-person** interactions between the bank employees and loan seeking customers. *Case study available in portfolio website.*
- Led an intensive two-month **UX research process** with real users, actively conducting multi-stage interviews and journey mapping while facilitating workshops to uncover key pain points and opportunities.
- Designed **interactive prototypes** and collaborated with business and technology teams to align solutions with business objectives. Applied **data-driven insights to enhance usability** and **increase customer engagement** across digital platforms.
- Mentored two new team members and facilitated seamless transition of project ownership through ongoing collaborative support.

Aug 2019 - Feb 2022

Infosys Digital + Wongdoody, Bengaluru, India – *Lead Experience Designer*

- Conducted user research and collaborated with stakeholders on the Finacle platform redesign using the new Finacle Design System. Continuously expanded the Figma design system by adding new components as needed to enhance usability and maintain design consistency. Understood intricacies of a banking platform and solving issues faced by both the customers as well as sales representatives.
- Designed **an Onboarding platform for Infosys** which was appreciated by the leadership. It reduced onboarding time by 20% through intuitive interface redesigns. *Case study available in portfolio website.*

Mar 2019 - Aug 2019

Yellow Design Studio, New Delhi, India – *Creative Director*

- 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.

Dec 2017 - Mar 2019
Yellow Design Studio, New Delhi, India – *Graphic Designer*

- 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 the retail sector.

Education

Aug 2017 - May 2019
School of Planning and Architecture, Delhi, India – *Masters in Design*
Thesis: Innovative Product Development using User-Centered Methodologies for a self sustaining planter.

Aug 2008 - May 2015
School of Planning and Architecture, Delhi, India – *Bachelors in Architecture*
Thesis: Developed an algorithm for 'designing' Primary Schools for different Climatic Zones in India.

Oct 2021 - Dec 2021
Rhode Island School Of Design, RI, USA – *Certification Course - Strategy Design Thinking*

Jun 2023 - Dec 2023
INSEAD, France – *Certification Course - Strategy Management and Business Essentials*

Awards & Recognition

Dec 2023 | **Winner**, Piramal Tech Hackathon - Designed Quick Enhance Portal

Oct 2019 | **Winner**, Infosys Global Hackathon - Designed Performance management Portal Design

Dec 2020- Jun 2021 | Held position of **AVP**, Toastmasters (Bengaluru Infosys Chapter)

Dec 2018 | **Special Mention**, Volume Zero - Portable chair Design

Skills

Technical Skills

Figma, Invision, Jira, Adobe CC (Photoshop, Illustrator and Indesign), Accessibility (WCAG), Prototyping, Wireframing, Interaction design, Customer Journey Mapping, Google analytics, Hotjar, Adept at using GenAI tools

Soft Skills

Strong Communication, System Thinking, Strategic Problem Solving, Story-telling and Visualisation, Cross-Functional Collaboration, Agile Delivery, UX Research, Mentorship, Human centered design, Data-Driven decision making

Language

English - Highly Proficient in Reading, Writing and Speaking