Divya Pandey

Professional Summary

Seasoned Product designer with over 4 years of experience, specializing in Human-Computer Interaction and Design Strategy. Led transformative initiatives for EXP platforms, resulting in a notable 10% increase in engagement and playing a key role in securing project funding for an AI Analytics consultancy. Made a transition from Fashion to UX integrating more than 4 years of design expertise, showcasing a dynamic and intriguing journey.

Work Experience

Lead Associate Instructor | IU Kelley School of Business - Bloomington, IN .
Sep 2022 – Present

- Facilitated and evaluated business case discussions for groups of up to 250 students, integrating UX methodologies to enhance learning experiences and drive engagement.

UX Designer | EXL – Noida, India
August 2021 - May 2022

- Led the design of the employee experience (EXP) platform, resulting in a remarkable 10% increase in overall engagement and satisfaction.
- Secured Tenspot and Limeade as clients, obtaining $10 million in project funding.
- Led the creation of a wellness newsletter, increasing readership by 20% through user-centric design strategies.

UX Designer | Magtapp Technologies – Mumbai, India
December 2020 - August 2021

- Contributed to the ideation of the Image dictionary, celebrating an exceptional 50k+ downloads in its first week.
- Collaborated with the cross-functional growth team to spearhead the experimentation of high-quality design variants that led to a substantial 15% increase in consumer acquisition and a notable 20% boost in engagement metrics.

Lead Textile Designer | Incotex Impex – Mumbai, India
April 2018 - December 2020

- Developed several successful collections for the European market, driving an outstanding 35% sales surge and a noteworthy 25% market share growth.

Contact

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Linkedin

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Education

M.S. HCI/d
IU Bloomington
August 2022 - May 2024

MDes (Design Space)
NIFT, India
August 2015 - May 2017

B.S. Home Economics
University of Delhi
August 2011 - May 2014

Skills

Prototyping, Interaction Design, Visual Design, Style Guides, Design Systems, Responsive Design, Accessible Design, Journey Mapping, Card Sorting, User Flows, Product Design, User Centered Design.

Tools

Figma, Sketch, Adobe XD, Adobe Illustrator, Adobe Photoshop, InDesign, Adobe AfterEffects, Miro, Procreate, Principle, AutoCAD, Zeplin, Notion