

# Divya Israni

## UX/UI Designer

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## Skills

- **Product and Services** : Direct Sourcing Saas, Web Design, Mobile application design, Responsive Design, UXD
- **Tools** : Figma, Framer, Trello, Adobe Creative Suite, Jira, Invision, Sketch, Notion, Hotjar
- **Knowledge based Skills** : UI Design, Visual Design, Prototyping, Ethnography, UX Research, Wire-framing, Information Architecture
- **Cognitive Skills** : Problem Solving, Design thinking, Ideation, Usability Testing
- **Programming Languages** : HTML , CSS, JavaScript

## Experience

### UX/UI Designer

Feb 2024 – Present

Simpliigence, Bengaluru (KA), India

- Crafted a complete crowdfunding web application for the US market to establish Ploom Social as a reputable platform. Made important design decisions to improve the experience for both donors and fundraisers.
- Enhanced the IDFC First Bank Third-Party Risk Management system by aligning it with the SFDC Design system. Simplified workflow processes based on a very specific requirements in the workflow, which catered to various user scenarios, including handling multiple logins within the system.

### UX/UI Designer

Oct 2023 – Dec 2023

ABC group of companies | RealtyNow | Full Time Contract

- Successfully led the redesign of RealtyNow's web and app interfaces, driving key design decisions and overseeing the complete development of the platform.
- Optimized real estate solutions through cross-functional collaboration, user research, and iterative UI design. These efforts resulted in a substantial increase in overall bookings, showcasing my dedication to enhancing product performance and user satisfaction.

### UX/UI Designer

July 2022 – Aug 2023

Simplify Workforce Technologies, Bengaluru (KA), India

- Redesigned the Vendor Management System by enhancing configuration and front end to provide improved experience for new and existing users.
- Implemented research insights by designing landing page, dashboard, frontend and enterprise design for Direct Sourcing as a service.

### UX/UI Designer

May 2021 – July 2021

Saaspect, Chandigarh (CH), India

- Designed and delivered business centric application to build an E-Commerce website for enterprises to run and maintain records of small business.
- Created user design templates to enhance customer facing experience.

## Projects

### RealtyNow

Product Design and Integration

Oct-Dec 2023

- Conducted a comprehensive product revamp by identifying user flow gaps through desk research, competitive analysis, and insights gathering. Evaluated use case scenarios and journey mappings to pinpoint loopholes. Subsequently, developed information architecture, user flows, and task flows.
- Incorporated visual design elements, including wire-framing for the entire flow, establishing a design system, defining brand identity and aesthetics. Generated key product features through ideation, crafting themes, mood boards, and style guides. Translated wireframes into high-fidelity web and mobile UI screens, followed by prototyping and remote usability testing for the MVP.

**Skills** : UX Research, Brainstorming, Problem Solving, Wire-framing, Visual Design, Prototyping, usability Testing

### **MyDriver**

Website Redesign

Mar-April 2023

- The Mydriver platform encompasses a comprehensive range of services, including various pick-up and drop-off options, vehicle rentals, Fastag provision, and roadside assistance. It serves as an all-in-one solution for all your travel and vehicle requirements.
- Implementing the 5D Design process, we initially conceptualized user flows and developed scenarios aligned with ideation. Subsequently, through further research, we constructed a high-fidelity prototype for the web platform.

**Skills :** User Research, Ethnography, Heat-maps, Ideation, Visual Design, Wire-framing, Prototyping

### **Simplifyvms**

Product Design and Integration

Oct-Dec 2023

- Redesigned the vendor management system by enhancing configurations and front end to provide improved experience for new and existing users,
- Modelled an entire flow for one of the modules named SOW (i.e Statement of work) wherein i implemented research insights by designing a landing page, dashboard, frontend and enterprise design for Direct Sourcing as a Service

**Skills :** UX Research, Brainstorming, Problem Solving, Wire-framing, Visual Design, Prototyping, usability Testing

### **Big Basket**

UI Revamp

Mar-April 2023

- Initiated with desk research, forming focus groups and conducting heuristic UI evaluation. Extracted insights and performed competitive analysis. Culminated research findings to draw conclusions.
- Ideated key product features, crafting themes, moodboards, and style guides. Developed user flows, translating concepts into high-fidelity UI screens.

**Skills :** UX Research, Wire-framing, Visual Design, Prototyping

### **Red Bubble**

Usability Testing

Mar-April 2023

- Led usability testing and implemented solutions (fixed CTAs, multi-select checkout) for an art-focused web app, refining the user flow and enhancing user experience based on a 5-step evaluation process
- Optimised the art buying and selling platform through enhancements in design elements (consistent colour codes, whitespace), user feedback mechanisms and localised features, ensuring a user-centric and efficient interface design.

**Skills :** Usability Testing, Heuristic Evaluation, Heat-maps, Blink test, Ideation, Visual Design metrics

### **Omni Channel Experience**

Ethnography, Visual Design

Mar-April 2023

- Developed a seamless omni-channel experience catering to global riders, encompassing iWatch, iPhone, and iPad interfaces. The design was tailored for a specific target audience situated in challenging high-altitude environments such as Ladakh and Spiti, where harsh weather conditions prevail
- Conducted thorough research by engaging with bloggers and interviewing individuals within the target audience to gather valuable insights. Prior to this, we meticulously crafted specific use cases for each device, taking into account various scenarios. The process involved creating information architecture, collecting additional insights, and developing wireframes and UI screens. Subsequently, a prototype was constructed and subjected to testing with a select group of individuals to ensure optimal performance and user satisfaction.

**Skills :** Usability Testing, Heuristic Evaluation, Heat-maps, Blink test, Ideation, Visual Design metrics

## **Education**

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- Bachelor of Design(UX/UI) CGPA 8.70  
**Chitkara University, Chandigarh (CH), India**  
Relevant Course Work : Visual Communication, Visual design, UX Research, UI Design, Design Thinking, Service Design, Information Architectures, Human Computer Interaction, 5D Process, Web Technologies
- Higher School Certificate CGPA 6.8  
**Carmel Convent senior secondary School, Bhopal (MP), India**