

Divya Chakravarthy

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Portfolio: www.divyachakravarthy.com

UX & UI Designer

I'm a versatile UX/UI designer with experience in logistics, social media marketing, and entrepreneurship. My recent role at Major Tom design agency refined my skills in User Experience design (UX), Interaction design and User Interface (UI) while my background in management and digital marketing honed my leadership abilities. I am passionate about staying up-to-date with the latest design trends and technologies and eager to take on new challenges.

Areas of Expertise

- User Research & Analysis
- Wireframing & Prototyping
- User Interface & Experience Design
- Interaction Design & Animations
- Information Architecture & Site Mapping
- Qualitative & Quantitative User Research
- Motion Graphics & Video Production
- Statistical Analysis & Data Interpretation
- Brand Visual Identity
- Presentation
- Documentation & Reporting
- Stakeholder Engagement

Career Experience

UX/UI Design & UX Research, Major Tom Digital Agency, Toronto, Canada

2022 – Present

Conducted comprehensive user research, informing design decisions and analyzing user data to identify issues and areas for improvement. Developed wireframes, prototypes, and high-fidelity designs while contributing to UI design advancement.

- Exhibited robust capabilities by employing a user-centered strategy to tackle intricate design obstacles efficiently, ultimately enhancing site navigation.

Key Projects:

- **Kindling (Canada-based Cannabis Company)**
 - Undertook extensive user research to guide design choices and evaluated user data to detect problem areas and opportunities for enhancement
 - Demonstrated strong problem-solving skills, using a user-centered approach to address complex design challenges in an efficient and effective manner to educate users through smart onboarding
- **thinktum**
 - Performed thorough user research, utilizing detailed stakeholder interviews to construct user personas, empathy maps, and business model canvas.
 - Strengthened the company's branding while designing sophisticated wireframes that balanced user and business requirements, and contributed to crafting user-centered interfaces that combined functionality and aesthetic appeal.
- **Little Potato Company**
 - Designed user-centered wireframes and interfaces, facilitating effortless navigation. Carried out usability testing to confirm design ideas and ascertain effective resolutions to complex design issues. Delivered proactive support regarding creation of visually striking UI designs featuring engaging animations.
 - Implemented A/B testing to evaluate design concepts and deliver efficient solutions to intricate design challenges.

- Executed comprehensive user research, generating user personas, empathy maps, journey maps, and storyboards to enhance understanding of user needs and goals.
- **Layfield**
 - Spearheaded UX research efforts, and participated in stakeholder interviews, surveys, and usability tests to develop user personas and guide design choices. Communicated research results and suggestions to stakeholders, encompassing designers, developers, and product managers.
 - Identified improvement opportunities and ranked design solutions by examining user data.
- **Social Media and Motion Graphics Specialist | SAP, Phantom Screens, and Jacuzzi**
 - Designed Social media creatives for each brand, ensuring the completion of all designs within agreed timelines and budget constraints.
 - Utilized Adobe XD, Photoshop, Illustrator, After Effects, and Premier Pro to craft visually captivating media designs.
 - Maintained consistent collaboration with cross-functional teams to understand brand identity and target demographics, utilizing insights to produce designs that efficiently promoted company's offerings.

Marketing Expert @ Facebook, ACCENTURE, Niagara, Canada

2020 – 2021

The enhanced calibre of digital media campaigns by crafting and positioning creatives while tracking SMM metrics.

- Initiated triumphant pilot program, expediting customer setup process by 80%+.
- Evaluated 400+ clients' portfolios to deliver customized campaigns and digital media strategies.

Co-founder & Brand Strategist, ZOCALES, Gurugram, India

2017 – 2020

- Managed company's P&L, attaining 10%+ profitability within second year.
- Devised and implemented a comprehensive business model while assembling a full team from the ground up.

Trade Lane Manager – North and South America, DHL, Gurugram, India

2016 – 2017

- Oversaw a \$700M portfolio, for the trade lane between India and USA along with facilitation of effective cross-country communication and protocol implementation.
- Boosted trade lane revenue by 10% through strategic value-selling techniques resulting in pipeline expansion of 15% in Q1.

Sales Manager, DHL, Bangalore, India

2014 – 2016

Directed the creation of a comprehensive sales strategy for the entire region while coaching and managing a team of eight professionals.

- Supervised a regional client portfolio and P&L worth \$100 million.
- Accomplished an 8% increase in regional exports and a 20% boost in imports within the first month.

Business Development Manager, DHL, Bangalore, India

2010 – 2014

Tailored RFQs, end-to-end solutions, and business requirements to cater to uniquely identified customers.

- Cultivated new business opportunities while fostering and expanding relationships with existing clients.
- Established and directed sales for Africa, implementing strategies to enhance business acquisition.

Additional Experience: Major Accounts Manager, TNT, Bangalore, India and Territory Manager, FEDEX, Bangalore, India.

Education

Master of Business Administration Marketing - Alliance University, Bangalore, India

Bachelor of Commerce - Bangalore University, Bangalore, India

Professional Development

XR Development with Circuit Stream & University of Toronto| 2022 | Toronto, Canada

- Project-based 18-week course covering advanced skillset in AR and VR, gaming, metaverse - development.

UI/UX Bootcamp certificate with University of Toronto | 2021 | Toronto, Canada

- Intensive 24-week boot camp dedicated to UI/UX design

Technical Skills

Tools: Figma, Miro, Invision, Adobe CC (XD, Photoshop, After Effects, Illustrator) Canva, MS OFFICE SUITE, Octopus and Unity

Programming: HTML5, CSS3, Java Script, C# Object oriented programming, and GITHUB

Key Projects

The Sunny Place (Apr'21) | Post Pandemic Travel App | <https://www.divyachakravarthy.com/thesunnyplace>

Canadian Space Agency (May'21) | Responsive Web design (Redesign) | <https://www.divyachakravarthy.com/csa>

Binge Buddies (Jun'21) | Social Movie Watching App | <https://www.divyachakravarthy.com/bingebuddies>

Pawz & Play (SEP'21) | Pet companion App & Website | <https://www.divyachakravarthy.com/pawzandplay>

Professional projects at Major Tom Digital Agency | <https://www.divyachakravarthy.com/professionalprojects>

Key Achievements

Two Time Bravo Zulu Award winner for increasing the overall territory revenue FedEx by 10% in 2008

Winner of the highest Europe Sales Revenue Contest in TNT 2009

Initiated Cell tower movements into Africa with a business of 200 containers in 2011

Secured solar cell movement for India contributing to over 150 tons in 2013

Appointed the country's youngest sales manager in 2014

Selected to coach leaders and managers pan India in DHL 2015

Landed specialized charters for pharma products that contributed to Export growth of over 25% in 2015

Co-Founded Zocales in 2016.