

Divya Chakravarthy

PRODUCT DESIGNER
ENTERPRISE UX + DESIGN SYSTEMS
AI-ASSISTED PROTOTYPING

CONTACT

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CORE STRENGTHS

- Enterprise products and complex workflows
- Information architecture and user flows
- Design systems and reusable patterns
- Interaction design and prototyping
- UX research and usability testing
- Responsive commerce experiences
- Accessibility / WCAG-informed design
- Engineering-ready documentation
- AI-enabled workflow design

TOOLS

DESIGN

[Figma](#) [Figma](#) [Adobe CC](#)

AI-ASSISTED PROTOTYPING

[Claude Code](#) [Codex](#) [ChatGPT](#)
[Lovable](#) [Figma Make](#)

FRONT-END FAMILIARITY

[HTML](#) [CSS](#) [JavaScript](#)

RECOGNITION

W3 Gold Award
Little Potato Company · 2023

Web Excellence Award
IPEX · UX Research

EDUCATION

XR Design & Development
University of Toronto · 2022

UI/UX Design
University of Toronto · 2021

MBA - Marketing
Alliance University · 2006

B.Com
Bangalore University · 2004

PROFILE

Product and UX designer with 5+ years of experience simplifying complex enterprise, AI, and commerce products. Works across research, information architecture, interaction design, and scalable design systems - turning ambiguous requirements into clear workflows and implementation-ready experiences. Brings narrative thinking, visual craft, and implementation awareness to products that need both clarity and character.

DESIGN SYSTEMS

Reusable patterns, states, responsive behavior, and clear usage guidance.

ENTERPRISE UX

Operational tools, data-rich workflows, and multi-step product experiences.

AI PROTOTYPING

Interactive concept builds that extend approved UX beyond static screens.

EXPERIENCE

UI/UX Designer Graybox Digital · Remote

Jan 2023 - Present

- PacStar: Designed mission-critical operational interfaces spanning device, network, credential, and configuration workflows. Built reusable Figma patterns, component states, and responsive behaviors, partnering with product, engineering, and subject-matter experts to translate technical constraints into scalable interaction patterns and implementation-ready guidance.
- Fancy Feast / Purina: Improved responsive DTC purchase journeys through usability testing, accessibility-informed design, and clearer product-selection flows.
- EverRoot: Contributed UX research and design to responsive pet-wellness commerce experiences within the Purina portfolio.
- Crosby Hops: Reframed a data-heavy B2B catalogue with clearer information architecture, comparison paths, and product comprehension.

UI/UX Designer & UX Researcher Major Tom Digital · Remote

Jan 2022 - Jan 2023

- Thinktum: Owned the experience workstream from ambiguous requirements through information architecture, user flows, high-fidelity design, and interactive Figma prototypes for a complex AI-enabled insurance platform.
- Kindling: Conducted contextual research, mapped the discovery-to-purchase journey, and synthesized findings to identify pain points, define design opportunities, and create a more educational commerce experience.
- Little Potato Company: Translated business, retailer, and customer needs into narrative-led commerce flows, iterating designs through stakeholder feedback and cross-functional collaboration. The work received a W3 Gold Award in 2023.
- IPEX: Conducted stakeholder and user interviews across North American and South Asian markets, synthesizing findings through journey mapping, scenarios, and information architecture. Presented design rationale and recommendations to partners; the work received a Web Excellence Award.

Social Media Designer & Planner Accenture · Toronto, Canada

Jul 2020 - Dec 2021

- Created data-informed, platform-specific content systems aligned with audience behavior and business goals, supporting consistent social storytelling across channels.

Brand & Web Designer · Founder Zocales · Gurgaon, India

Nov 2017 - Jul 2020

- Founded the business and built its brand and responsive web presence end-to-end, using market and customer insight to shape positioning, identity, content, and the customer experience.

PROJECT BREADTH

COMPLEX PRODUCTS + SYSTEMS

PacStar and Thinktum demonstrate enterprise workflows, technical product comprehension, information architecture, reusable systems, and engineering-aware delivery.

COMMERCE + CONSUMER

Kindling, Little Potato Company, Fancy Feast, EverRoot, and Crosby Hops show work across education, discovery, accessibility, comparison, and purchase journeys.

PERSONAL PROJECTS

Nudge Society · Founder & Product Designer

Designed and built a private social habit and accountability product that helps friends and family encourage one another through playful, non-judgmental nudges.
Owned product strategy, UX, interaction design, brand and voice, responsive prototyping, and AI-assisted build direction across the end-to-end experience.

SELECTED WORK

[Nudge Society](#) [Thinktum](#) [Kindling](#) [Little Potato Co.](#) [Fancy Feast](#) [Crosby Hops](#)