

# Divya Darshini Narendra Rajamanohar Kausalya

Sr. UX Designer | UX Strategist | Enterprise & Consumer UX

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## PROFESSIONAL EXPERIENCE (8+ YEARS)

### NMDP – UX Designer

MN, USA | MAY 2023 – PRESENT

- **Directed end-to-end UX strategy** for NMDP's primary B2C site (improved 3M+ annual visits), consolidating 3,000+ pages into **293 pages** optimized for high-priority journeys (patients, donors, corporate partners), resulting in **21,702 registry signups** (up from ~10K) and **~\$373,294 in donations** (FY25) via new sticky CTAs.
- **Increased engagement on signature Foundation event pages** from ~60% to **90.8%** (FY25) and boosted interactions on additional high-impact campaigns from **41.6% → 68%** through streamlined flows and improved content hierarchy.
- **Expanded access and inclusivity** by designing bilingual (English & Spanish) patient support pathways that lifted engagement from **48.3% → 98.5%**, and increased patient navigator calls from **26 → 84**, improving support equity for diverse users.
- **Partnered with Walgreens × NMDP** to redesign a donor acquisition experience, driving engagement from ~8K to **93K page clicks in one quarter**, expanding donor acquisition velocity through collaborative UX optimization.
- Introduced **scalable design system components** that reduced quarterly operational time from ~30 hours (3 people) to **~1 hour (1 person)**.
- **Institutionalized user research and analytics practices** by designing a strategic research plan with **40+ user interviews, card sorting, journey maps, and GA4 performance tracking**; these insights directly informed the redesign roadmap and prioritized high-impact opportunities.
- **Anchored GA4-powered UX measurement**, identifying key optimization opportunities and driving iterative improvements across web properties, solidifying UX as a core strategic input to product, marketing, and business operations.

### ASU (Learning Enterprise, Herberger Institute of Art & Design) — UI/ UX Designer

AZ, USA | FEB 2022 – MAY 2023

- **Designed interactive data dashboards** for ASU's Universal Learner Courses, part of a learning ecosystem with **1.2M + global learners**, enabling data visualization of learner progress, completion trends, and engagement patterns to inform product decisions and stakeholder planning.
- Collaborated with cross-functional partners (student success, data analytics) to develop **Learner Success Reports**, improving clarity of key metrics (course completion, engagement, performance)

through effective hierarchy and cognitive load management, directly used by **leadership for quarterly insights**.

- **Redesigned key higher-ed web experiences**, including ASU Financial Aid and Tuition Assistance pages, applying Hotjar and behavior analytics to increase responsiveness and user task success (mobile & desktop) across high-demand content.
- Delivered **design systems, branding, and responsive UX** for CAIR Lab, an NPO initiative within ASU, including logo, brand guide, website, and social experience, increasing visibility and engagement across digital channels.
- Created **visual strategy and templated social assets** (micro-animations, GIF templates) that improved social media engagement metrics on CAIR Lab channels (Instagram & X), and built pitch decks that successfully communicated product value to institutional leadership.

## OkayGo, BetterPlace Safety Solutions Pvt Ltd. — UX Design Lead

INDIA | SEP 2020 – JUN 2021

- Led UX for **OkayGo's enterprise gig workforce platform**, used by major clients including **Flipkart, Swiggy, Zomato & Amazon India**, enhancing core job posting and worker matching flows that improved task fulfillment efficiency.
- Designed and launched a **referral system** to grow worker acquisition, resulting in **1,200+ referrals within one quarter** at ~10K app downloads, increasing the pipeline of gig workers for enterprise jobs.
- Architected the **OkayGo Eflex delivery & workforce app (Native Android)** with **live tracking, shift scheduling, attendance & invoicing systems**, enabling workers to take multi-client shifts (e.g., Flipkart & Swiggy) and increasing weekly engagement and daily/hourly earnings by **~25–30%**.
- Built **warehouse admin and recruiter dashboards** showing real-time KPIs (calls, candidate selections, attendance, payouts), which drove **~6× faster worker onboarding** and improved recruiter productivity, reducing enterprise hiring costs by **15–20%**.

## Techbreakthrough Pvt. Ltd. — UI/UX Designer

INDIA | SEP 2020 – MAR 2021

- Designed and shipped a **B2C hospital & patient management mobile platform**, owning appointment scheduling, physician–patient chat (**conversational UI**), and report upload flows; UX impact supported **business scale from 1 hospital to 5 hospitals (~80% growth)** through a reusable product framework.
- Architected **scalable UX patterns and templates** enabling rapid customization across hospitals, reducing redesign effort while maintaining consistent clinical and patient experiences.
- Led **product branding and digital identity** for hospital clients, delivering brand books, responsive websites, and marketing systems aligned to healthcare trust and usability standards.

## Self employed — Product & UX Designer

INDIA | MAR 2020 – SEP 2020

- Designed and launched a **mentor–mentee learning platform**, defining role-based UX, onboarding flows, and scalable web experiences.
- Led UX, branding, and go-to-market design for a **casting and talent discovery platform**, shaping

information architecture, product identity, and adoption-ready assets.

- Delivered **brand systems and digital experiences** for consumer businesses, ensuring consistency across web, product packaging, and marketing touchpoints.

## Payoda Technologies Pvt. Ltd. — UX Designer

INDIA | JAN 2017 – MAR 2020

- **Founding Product Designer** for a consumer **social networking mobile app (iOS & Android)**, leading discovery-to-launch UX; scaled to **1M+ downloads on Google Play**, validating product-market fit and engagement-driven onboarding.
- Led enterprise UX for **HedgeMark (BNY Mellon subsidiary)**, designing **data-dense portfolio dashboards, risk analytics, and reporting workflows** supporting institutional hedge fund transparency and regulatory decision-making.
- **Redesigned a SaaS patient management system**, driving a **98% usability improvement** across clinical and administrative user roles through user research, IA simplification, and workflow optimization.
- Designed **merchant services and transaction UX** for **Federal Bank's FedMobile app**, including calculators and dashboards; design impact **expanded the engagement from a 3-month contract to 8 months** and supported **scaling the design team (1 → 4 designers)**.
- **Founding Product Designer** for **InteQ's** retail loyalty platform; UX impact enabled customer growth from **1 pilot client to 6+ enterprise clients**, including **Party City and Levi's**.

## EDUCATION

### Master of Science in User Experience – Arizona State University, AZ, USA

JAN 2022 – MAY 2023

### Bachelor of Engineering in Electronics and Communication – Sri Ramakrishna Engineering College, India

JULY 2013 – MAY 2017

## CERTIFICATIONS

- **Accessibility: How to Design for All** – Interaction Design Foundation
- **Thought for design and emotion** – Interaction Design Foundation.

## TOOLS

- **Design:** Figma · Sketch · Adobe XD · Illustrator · Photoshop · Procreate · Affinity Designer
- **Prototyping:** Figma · InVision Studio · Marvel
- **Handoff & collaboration:** Zeplin · Avocode · Miro
- **CMS platforms:** Sitecore · Wordpress · WIX · Framer
- **Analytics:** GA4 · Hotjar · Siteimprove
- **Front-end literacy:** HTML · CSS · REST APIs

## **UX & PRODUCT COMPETENCIES**

Interaction Design · Information Architecture · Design Systems · Responsive Web & Mobile Design · Wireframes & Prototypes · Usability Testing · A/B Testing · Card Sorting · Persona & Journey Mapping · Behavioral Analysis · Conversion Optimization

## **PLATFORMS & INDUSTRY EXPOSURE**

Web · iOS · Android · B2B · B2C · SaaS · CRM · CMS · Enterprise  
Healthcare · Education · Finance · HRMS/Workforce · Retail · Marketing · Merchant Banking · Hedge Fund · Social Networking · Nonprofit/NGO

## **LEADERSHIP & COMMUNITY**

- UX Mentor – ADPList (USA) · Portfolio Reviewer — AIGA Arizona (2023–Present)
- Member – Operational Principles Committee, NMDP · Member – Women’s ERG, NMDP
- Facilitator – Design Thinking Workshop, Payoda Technologies
- Organizer – “Art Your Heart” Community Event, Payoda Technologies
- Quarterly Employee Awards – Extra Mile & Perseverance, Payoda Technologies