

DIVYA MITTAL

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PROFILE

- UX/Product Designer with 5+ years of experience delivering accessible, user-centered digital solutions across government, nonprofit, and enterprise platforms, driving measurable improvements in usability, engagement, and retention.
- Skilled in end-to-end design workflows including research, journey mapping, prototyping, usability testing, and design system development, with proven impact such as a 22% rise in user engagement and a 25% faster design-to-dev handoff.
- Adept at cross-functional collaboration in agile environments, leveraging tools like Figma, FigJam, Adobe Creative Suite, and analytics platforms to align business goals with user needs and deliver scalable, data-driven design outcomes.

TECHNICAL SKILLS

Design & Research: UX Design, UI Design, Product Design, Design Thinking, Information Architecture, Interaction Design, Systems Thinking, Journey Mapping, Service Design, Low/High-Fidelity Prototyping, Usability Testing, Accessibility Testing, A/B Testing, Heuristic Evaluation, Requirements Gathering
Tools: Figma, FigJam, Adobe Creative Suite, Framer, Webflow, Zeplin, Miro, ProtoPie, Jitter, Notion, Jira, Confluence, Visual Studio Code (HTML5, CSS3, JavaScript)
Process & Collaboration: Agile Methodology, Cross-functional Collaboration, Stakeholder Interviews, Design Workshops, Developer Handoff, Communication, Problem-solving, Design Critiques
Analytics & Optimization: Google Analytics, Content Strategy Optimization, User Research Analysis, Data-Driven Design, AI-Integrated UX

PROFESSIONAL EXPERIENCE

UX Product Designer In Time Tec	Nov 2024 - Present Remote, Idaho
- Conducted user research and mapped workflows for Idaho.gov, streamlining navigation and improving accessibility compliance across 200+ public-facing pages. - Designed end-to-end interfaces for Idaho state government Admin Rules website and Career Technical platform, cutting task completion time by 30% and boosting user satisfaction by 25%. - Improved the UX of In Time Tec’s SupplierMatch platform, reducing search time by 25% and enhancing efficiency of buyer–supplier matching. - Established and scaled a centralized design system adopted by 4+ cross-functional teams, cutting design-to-dev handoff time by 25% and ensuring UI consistency. - Iterated prototypes within agile sprints, leveraging stakeholder feedback and usability testing with 30+ participants to raise usability scores by 20%.	
UX/UI Designer Alumni Association, CSUEB	Oct 2022 - May 2024 Hayward, CA
- Led research and redesign of the alumni website, improving navigation and usability, resulting in a 22% rise in engagement and 9% lower bounce rate. - Optimized content and visual strategy across digital channels, increasing Facebook reach by 33% and Instagram reach by 67%. - Grew website traffic from 11K to 14.5K visits by implementing data-driven enhancements to content architecture and design.	
Design Founder Whitespace - Fashion Label	Apr 2021 - Aug 2022 Delhi, India
- Founded and managed a fashion label, overseeing product design, merchandising, and vendor partnerships. - Streamlined design and operational processes, achieving a 20% net profit margin within the first year of launch. - Analyzed customer preferences to guide collection design and improve product-market fit, strengthening brand identity and sales growth.	
Product Designer IndiaMART InterMESH Ltd.	Aug 2018 - Aug 2019 Delhi, India
- Researched supplier workflows through 20+ interviews, identifying usability pain points and informing UX improvements. - Redesigned the supplier onboarding process, reducing support tickets by 15% and enhancing supplier engagement. - Improved the supplier dashboard with clearer navigation and functionality, contributing to stronger retention and satisfaction. - Supported the development of IndiaMART’s design system and produced marketing assets to maintain visual consistency across platforms.	
UX/UI Designer Socially India	May 2018 - Aug 2018 Delhi, India
- Designed persuasive pitch decks and digital campaign strategies, increasing client onboarding by 52%. - Applied tailored UX approaches for clients across industries, maintaining 100% client retention within project cycles. - Collaborated with business teams to optimize campaign performance and ensure measurable outcomes for clients.	

VOLUNTEERING

UX Product Designer Bokeh Agency	Sep 2024 – Apr 2025 Remote, CA
- Designed 30+ iOS mobile app screens and a scalable design system for a fashion styling app, ensuring visual consistency across features. - Integrated AI-driven recommendations into the app experience, improving user interaction efficiency by an estimated 15–20%. - Conducted design reviews with 10+ cross-functional stakeholders, aligning solutions with user needs, brand guidelines, and business goals.	
Product Designer BRIDGEGOOD	Apr 2024 - Sep 2024 Oakland, CA
- Partnered with Adobe to create a career discovery platform serving 500+ young Black creatives, applying user journey mapping and wireframing. - Facilitated usability testing sessions that led to 3+ design iterations, improving clarity and accessibility of career pathways. - Mentored 8 design apprentices on UX methods, usability testing, and industry-standard tools, contributing to a 95% completion rate of the apprenticeship program.	
UX/UI Designer Internet Archive	Aug 2022 - Dec 2022 Remote, USA
- Conducted usability testing with 30+ participants to refine book discoverability, increasing successful search outcomes by 22%. - Redesigned filtering options and reduced decision fatigue, improving user retention and session length by 15%. - Collaborated with developers to implement enhancements, reducing time-to-find for digital books by an average of 20 seconds.	

EDUCATION

Masters in Human-Computer Interaction and Design California State University, East Bay	Aug 2022 - May 2024 Hayward, CA
Masters in Fashion Design Management UAL London College of Fashion	Aug 2019 - Oct 2020 London, UK
Bachelors in Fashion Design Pearl Academy - Nottingham Trent University	Aug 2014 - May 2018 Delhi, India