

DIVYAMBARI SAXENA

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About Me

Product Designer (UX Research) across **fintech (lending, KYC, payments)** and **emerging markets**. Led **mixed-methods research** with **1L+ users**, driving adoption and engagement. At **CarDekho**, designed **end-to-end fintech workflows**; at **Digital Green**, built **multilingual, accessible experiences**. Known for combining **research depth** with **real-world scale**.

Skills

- **AI in UX & Product:** AI-assisted Research Synthesis • UX Writing • Prompt Structuring • Insight Clustering • Rapid Ideation • ChatGPT • Claude • Perplexity • Notion AI
- **Tools:** Figma • FigJam • Miro • Adobe XD • Sketch
- **UX Research:** User Interviews • Usability Testing • Mixed-Methods Research • Heuristic Evaluation • Surveys • A/B Testing
- **UX Research Planning & Evaluation:** Research Design • Problem Framing • Hypothesis Definition • Success Metrics • Test Planning • Insight Prioritization
- **Product & UX Thinking:** Insight Generation • Journey Mapping • Persona Development • Storytelling • Product Strategy • Behavioral Design • Fintech (lending, KYC, payments)
- **Interaction & Systems Design:** User Flows • Wireframing • Prototyping • Information Architecture • Design Systems • Components • Accessibility (WCAG)
- **Domain & Collaboration:** B2B/B2C • SaaS • Dashboards • Workflow Optimization • Cross-functional Collaboration • Stakeholder Management

Experience/Projects

CarDekho.com (Fintech - Rupy) | Product Designer

June 2025 – Present | Gurugram, India

- Led **end-to-end UX** for **5+ fintech workflows** (loan journeys, payments, admin tools), delivering **1000+ screens** across mobile and desktop; applied **design thinking, user journey mapping, task flows, and information architecture** to define system logic, edge cases, and interaction patterns, reducing ambiguity during development and improving design-to-engineering handoff clarity
- Designed **Payment Box Pro (100+ screens, 8+ transaction states)** and **LoanBox Pro dashboards (Admin + Super Admin, 15+ screens)** using **state modelling, workflow optimization, and data-informed UX decisions**, enabling clearer task flows, reducing operational confusion, and improving efficiency in high-frequency internal workflows
- Built and scaled **design system (25+ components, tokens, variants, and states)** across **30+ pages**, leveraging **atomic design principles and reusable UI patterns** to reduce design redundancy by **~50%**, improve consistency, and accelerate iteration speed across teams
- Introduced **UX research practices (heuristic evaluation, dogfooding, usability testing plans, and surveys)**; defined **research questions, success metrics (task success, drop-offs), and validation approaches** to identify friction points and inform iterative design improvements.
- Delivered **SEO-driven discovery UX (10 brand pages, 8 blogs, 5 templates)** through **competitive analysis, keyword mapping, and content strategy**, improving content structure, discoverability, and clarity of intent-to-action user journeys

Digital Green | UX Designer

June 2023 – June 2025 | Bengaluru, India

- Led **moderated and unmoderated user research** with over **1,00,000+ smallholder farmers** across India and Africa, using **design thinking, persona development, and iterative prototyping** to improve digital adoption across multilingual platforms.
- Set the appropriate context for a given problem space, whether it is critical data, user quotes, market opportunities or pressures, and articulating what success means, before addressing potential solutions. Aligns stakeholders at every phase of the project.
- Boosted **user engagement by 25%** by revamping UI flows and multilingual access across **5+ languages** via **iterative user testing**.
- Spearheaded **persona-driven UX design for B2B solutions** by implementing **WCAG-compliant, responsive interfaces** tailored for **low-literacy, non-digital-native users** in agricultural communities, driving **accessibility, usability, and long-term adoption**.
- Interacts with engineering for successful design implementation and performs **QAs to help them ensure delivery of design POR**.
- Demonstrates ability to challenge limitations, negotiate with Engineering, adjust Engineering schedules, find alternatives, and make cases for designs to be implemented a certain way.
- Led content **experience design** for farmer apps, increasing repeat **engagement by 35%** and **enabling 1L+ users** to access **region-specific** agri-knowledge using AI-personas.
- **Farmer.Chat** : Formulated end-to-end UX for multilingual Ai Bot, improving platform accessibility and engagement by 25%.
- **Vistaar Pilot User Testing And Implementation: SaaS (B2C + B2B) Prototyped and tested chatbot flows**, cut onboarding 2 days, **enabling real-time tracking** for **20K+ farmers**. Advocates for your design solutions by putting the audience in context of business and user goals.
- **E-farm Content Development:** Prepared **AI-based content** tools that reached **1L+ farmers**, boosting knowledge recall by **28%** (based on feedback data).

Relevant Personal Projects (Product Design)

- **SmartCheckout (9 months) – B2C Mobile First Design**
Concept design for a self-checkout system. Used **Prototyping, Figma, and Adobe XD** to develop features like Smart Item Recognition, Adaptive Flow, and Confidence Score UI. Applied **Accessibility (WCAG)** and **Behavioral Design**, improving usability and efficiency for emerging markets.
- **Netflix Desktop Redesign (2 months) –**
Enhanced content discovery via **Interaction Design, Wireframing, and Figma AI**. Devised emotionally intelligent, minimal UI flows with **Responsive Design, mood-based filtering, and Generative AI** inputs to reduce choice paralysis and build trust.

Education

University of Lucknow- College of Arts & Crafts
Bachelor of Visual Arts

May 2019 – May 2023
Lucknow, Uttar Pradesh