Divya Haridas

Information & Experience Designer

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With over 12 years of professional experience — including 7 years dedicated to UX design. I specialize in crafting intuitive, research-driven, and impactful digital experiences. I excel at translating complex information into human-centered design solutions that balance simplicity, usability, and innovation.

My design approach is rooted in empathy, analytical thinking, and iterative testing, ensuring that every decision is purposeful and evidence-based. Passionate about collaboration, I mentor and communicate insights effectively across multidisciplinary teams to align user needs with business objectives

EXPERIENCE

Senior UX Designer @ Cytiva
Feb 2022 – Sep 2025

- Improved user experience by developing and implementing usability methods for Bioreactor Scaler software systems.
- Lead the creation of design deliverables, including UX requirements, wireframes, visual designs, mock-ups, prototypes, and usability testing, while supporting design transfer activities in sync with release plans.
- Conducted user research to understand demographics, behaviours, needs, and motivations, forming the foundation of the UX framework.
- Analysed user feedback to enhance product usability and overall experience.
- Promoted Lean UX methodologies, reducing design time and enabling data-driven design decisions.
- Collaborated with development teams to define and validate test cases.
- Worked in a fast-paced Agile environment following biweekly sprints.

Senior User Experience Designer @ Siemens
Apr 2020 – Feb 2022

- Designed the Siemens IoT network management software product for discrete manufacturing applications.
- Collaborated closely with backend and frontend developers, product owners, and sales teams to ensure alignment between business goals, technical feasibility, and user needs.

Senior Engineer - Design & Development @ Siemens Healthineers
Jan 2019 – Mar 2020

- Senior UX Designer for Siemens Ultrasound.
- Designed and prototyped elegant, user-centred solutions for Siemens Ultrasound machines.
- Collaborated cross-functionally with globally distributed teams, including product management, software engineering, design, and human factors engineering (HFE), to ensure a seamless product development process.
- Modelled workflows and planned tasks for UX design features, aligning design intent with project goals and technical feasibility.

Senior Lead - Experience Design @ Infosys Digital   Jul 2018 - Jan 2019

- Gathered and analyzed requirements by reviewing functional and non-functional specifications and collaborating with business analysts to define system needs and contribute to high-level estimations.
- Developed questionnaires and moderator guides to capture essential data, ensuring both validity and reliability of the research instruments.
- Synthesized research findings, facilitated reviews for stakeholder sign-off, and archived project data and artifacts for future reference.
- Created concept models, heuristic evaluations, site maps, process flows, sketches, wireframes, prototypes, and detailed specifications across desktop, dashboard, mobile, and tablet platforms.
- Collaborated with designers during the early stages of product development—translating strategy and feature definitions into information architecture, sketches, prototypes, copy, and iterative testing.
- Designed and implemented training modules for designers, enhancing the quality, consistency, and scalability of design solutions.

Senior Systems Engineer @ Infosys   Aug 2010 - Aug 2015

- Lead and established coding standards, development environments, and testing tools for UI development teams.
- Designed and developed user interfaces and web applications for B2B and B2C portals using modern web frameworks.
- Gained hands-on experience in Banking, Trade, and Order Management Systems, delivering secure and efficient solutions.
- Worked within Agile development processes, adapting to diverse and evolving project requirements.
- Designed and implemented complex relational databases to support scalable application architectures.
- Contributed to various stages of web application design, including database integration, development, and continuous enhancement.
- Reviewed, analyzed, and modified systems—covering documentation, design, development, testing, troubleshooting, and maintenance.

EDUCATION

M. Des. in Information Design   2015 - 2018
National Institute of Design, Bangalore

B. Tech. in Computer Science and Engineering (CSE)   2007 - 2010
CUSAT, Kochi

SKILL

UX Methods	**Research**	**Prototyping Tools**	**Design**
Persona	Qualitative	Figma	Information Design
Task flows	Quantitative	Sketch	User Interface Design
Wire-framing	Contextual Inquiry	Adobe Indesign	Interaction Design
Experience Prototyping	Usability Testing	Adobe XD	Data Visualization
Heuristic Evaluation	Comparative Analysis	Adobe Illustrator	Cartography
Usability Testing			