

DIVVYA B NARAYAN

Digital Experience Designer

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About Me:

Digital focused UX designer with experience across UX, customer journeys, conversion optimisation and analytics. I combine human-centred design with commercial thinking to create digital experiences that are intuitive, measurable and aligned with business goals. Experienced in Figma, design systems, rapid prototyping, GA4 and AI-supported workflows, with hands-on experience collaborating across design, business and engineering teams. Passionate about developing deeper expertise in digital media, audience strategy, analytics and emerging advertising technologies.

SKILLS:

Design: User Research | Usability Testing | Design Systems | Journey Mapping | Wireframing | Figma Prototyping | AI Assisted Ideation | Heuristic Evaluation | AI Native Prototyping

Growth & Marketing: Conversion Rate Optimisation | Growth Experimentation | A/B Testing | Funnel Analysis | User Acquisition | Retention & Engagement | Behavioural Design | Analytics & Performance Tracking

Tools: Figma | GA4 | Adobe Creative Suite | Cursor | Hotjar | Claude | Jira | Miro | Filmora | Framer | Wix | VS Code | Sketchup

Front End: HTML | CSS | JavaScript

Soft Skills: Systems Thinking | Presentation Skills | Problem Solving | Adaptability | Detail Oriented Execution | Team Player | Analytical

RELEVANT EXPERIENCE:

UX Designer

February 2026 - April 2026

Flip Australia

- Led end-to-end website redesign, using a mobile first, accessibility focused approach to improve usability and conversion across telecom and NBN plan customer journeys.
- Designed wireframes and high-fidelity interactive prototypes in Figma, improving onboarding flow clarity and contributing to a 20% improvement in task efficiency across key user journeys.
- Applied AI assisted design workflows and conversion focused UX principle to accelerate ideation and reduce iteration cycles by approximately 30%, improving design efficiency during discovery and solution development phases.
- Conducted usability testing and customer journey analysis, identifying friction points that contributed to a 15% increase in conversion rate and improved interaction design performance.
- Used analytics and behavioural insights from GA4 to identify opportunities for improving engagement and conversion across the customer funnel.

UI/UX Designer

January 2023 - April 2024

Accenture, Avanade

- Designed digital experiences in Microsoft Power Apps for enterprise clients, translating business and user needs into intuitive solutions that supported engagement, decision making and business objectives.
- Developed three GenAI focused design perspectives (GenAI Figma Plugin, GenAI in Healthcare, Card Sorting), contributing to Accenture's thought leadership in AI driven design innovation.
- Collaborated with business, engineering, and design stakeholders to translate user and business requirements into product solutions, improving clarity of requirements and client engagement outcomes.
- Created a sustainability focused design research report adopted into Accenture's internal knowledge base, transforming research into a reusable strategic resource for more consistent and scalable design decision making.

ADDITIONAL EXPERIENCE:

Technology Consultant

June 2024 - Present

JB Hi-Fi

- Consistently exceeded sales targets across multiple departments, including computers, smart home, audio, and telecommunications, achieving gold stars for performance.
- Achieved No.1 ranking in computer and telecommunications sales for 5 consecutive weeks, demonstrating strong product knowledge and customer engagement.
- Increased additional service attachment from 1.0 to 2.5 per transaction by adapting recommendations to customer needs, demonstrating strong understanding of purchase behaviour and conversion.
- Managed high volume customer interactions (30+ customers per hour during peak periods) while maintaining a 95% customer satisfaction rate and strong service quality.

SELECTED PROJECTS:

Calma Pod - Interactive Breathing & Mindfulness Experience | 2026

- Identified 4 key stress triggers through qualitative research with university students, translating insights into opportunities for a multisensory mindfulness experience.
- Designed the Calma Anxiety Breathing Support Pod using human centred and sensory design principles, with user testing indicating improved perceived calmness and emotional regulation during prototype evaluation.
- Developed thorough user journeys, service concepts, and iterative prototypes in response to usability feedback, improving clarity, accessibility, and ease of interaction across design iterations.
- Evaluated integration of physical and digital interaction touchpoints by designing 4 guided breathing experiences and integrated tactile, haptic and lighting interactions into a functional Arduino prototype.

Little Sprout - A pregnancy tracker app for parents | 2025

- Designed a pregnancy tracking platform to support expectant parents and improve communication with healthcare providers across all stages of pregnancy.
- Conducted user research and journey mapping to identify key pain points in prenatal care, including information gaps and fragmented care experiences.
- Mapped 7+ core user flows and designed 20+ Figma screens covering appointment management, pregnancy tracking and health updates.
- Applied service design principles to ensure continuity of care and improved accessibility of maternal health information.

EDUCATION:

Master of Design - University of New South Wales

Immersive and Interaction Design (Human Centred Design)

76 WAM

Australia Global and International Student Scholarship Awardee

Best Design Award in Cursor Hackathon

May 2024 - May 2026

Bachelor's of Design - PES University

Product and Graphic Design

9.6 CGPA / 10 CGPA

MRD Scholarship Awardee

August 2019 - June 2023

CERTIFICATIONS:

Google Analytics | 2026

Leadership Foundation Program - UNSW | 2025

IBM Enterprise AI Design Thinking | 2023

Google UX Design Professional Certificate | 2022