K. DIVYASHREE RAO

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PERSONAL STATEMENT

Industry-seasoned UX/UI Designer and Educator bridging the gap between corporate and academic practices. I leverage experience in extensive user research to mentor students in Design Thinking methodologies. My interest lies in pursuing research at the intersection of Behavioral Psychology & Sustainability to shape User Behavior.

EXPERIENCE

Assistant Professor | MIT WPU, Pune | Feb 2025-Present

- Taught User-Centered Design, Interaction Design, and Design Research subjects to B.Des. & M.Des. students.
- Focused on integrating design psychology, storytelling, and real-world problem solving.
- Actively involved in department and university level responsibilities.
- Served as Central Assessment Program (CAP) Officer, handling end-to-end examination conduction and coordination.

UX UI Designer | TCS Private Ltd. | Oct 2022-Jan 2025

- Formed and led design team: Spearheaded the formation of a design team of 4, collaborated with cross functional team of 20 to address complex UX challenges within Role and Access Management & 3 other applications.
- Established a comprehensive UX research process, encompassing user interviews, persona development, and usability testing that lead to reduction in user error upto 45% and increased task completion rate to 25% for Role and Access Management Application.
- Crafted logo and brand style of a product: Translated the essence of the application into a captivating logo and cohesive brand style, reinforcing its identity and establishing a consistent visual language.

UX/UI Design Intern | Street Style Store | June-August, 2021

- E-commerce website Design & Benchmark Study
- User Interface Iterations
- Screen designs

UX/UI Design Intern | Growdo | May-August, 2021

- Platform Design for a startup, User Experience Research , Interface Design & Usability Testing

Freelance Visual Designer | August-Sept, 2021

- Illustrations & Website Design for an Entrepreneur and Life Coach

RESEARCH

Conference | 2023

Presenter at ICARETM - Academic Research Conference, Cambodia:

- Delivered a presentation on "Rethinking Human-Nature Coexistence: Designing Immersive and Haptic User Experience through AR and VR".
- Showcased innovative research at the intersection human psychology, design and technology, exploring the potential of Augmented Reality (AR) and Virtual Reality (VR) by filling the gaps in storytelling to strengthen human-nature relationship.

Thesis project | 2022

Designing Nudges to Promote Sustainable Consumption and Organic Food Choices on Zomato

- Investigated and applied behavioral economics principles by designing and implementing nudges to encourage sustainable consumption and organic food choices on the Zomato platform.
- 98 in-person user interviews revealed insights on cognitive biases , their response on visual cues and nudges that drew them more close to healthy and sustainable food choices.

EDUCATION

Post Graduation (2020-2022)

Indian Institute of Technology, Kanpur

Masters of Design, CPI 9.2

Under Graduation (2014-2018)

Indira Gandhi Agricultural University, Chhattisgarh

B. Tech. in Agricultural Engineering, GPA 7.17

Higher Secondary School (2014)

J. R. Dani Girls Higher Secondary School

Graduated Higher Secondary School with 65%

High School (2012)

J. R. Dani Girls Higher Secondary School

Graduated High School with 80.33%

CERTIFICATIONS

- **AI for Designers**, IxDF - Interaction Design Foundation, Oct 2024
- **User Research – Methods and Best Practices**, IxDF - Interaction Design Foundation, Sept 2021

SKILLS

Sketching	●●●●●
Figma	●●●●○
Adobe XD	●●●○○
Usability Testing	●●●●○
Prototyping	●●●●○
Digital Illustrations	●●●○○

INTERESTS

Traveling, Exploring Cusine, Culture & Music
Running, Wall climbing, Sketching, Painting

ACTIVITIES

- Volunteer, Designer @14 Trees Foundation, Since Feb 2024
- Design Manager at Techkriti 2021, IIT Kanpur
- Vice President at Bhartiya College of Agricultural Engineering
- Podium Positions in 3 consecutive years at Inter-College Youth Festival, IGKV, Raipur