

# DIVYA JAIN

## Design Strategist

### CONTACT

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### EDUCATION

**Master of Arts (MA)**  
**in Design focused on Health**  
The University of Texas at Austin  
(2021 - 2022)

**Bachelor of Design (B-Des)**  
**Strategic Branding and**  
**Visual Communication**  
Srishti Institute of Art, Design &  
Technology, Bangalore, India  
(2012 - 2016)

### AREA OF EXPERTISE

Design in Health  
Service Design  
System Design  
Human Centered Design Thinking  
Anthropology of Design  
Health Communication  
Strategic Branding  
Business Design  
Future Design  
Visual Communication  
Publication Design

### SKILLS AND TOOLS

**Adobe** Illustrator, InDesign,  
Photoshop, Premiere Pro,  
and Lightroom, Miro, Mural,  
Asana, Canva

**Frameworks:** Design Research,  
Theory of Change, Design Principles,  
Storytelling, Systems Mapping,  
SWOT Analysis, Competitor Analysis,  
Customer Journey Map, Service  
Blueprint, and Business Model Canvas

### PERSONAL PROFILE

I am passionate about applying my creativity and analytical thinking to solve complex problems. I love collaborating with others, leading multidisciplinary teams, co-design with the users, and having a pragmatic approach to design. I use strategic design to drive sustainable impact. I see everything through the lens of possibilities and progress.

### PROFESSIONAL EXPERIENCE

#### Noora Health

##### Senior Lead Strategist, Global Expansion & Employee Experience (Jan 2023)

- Develop strategy for Noora Health's global expansion plans
- Employee experience & engagement
- PMO Lead: Drives day-to-day project management of full operation model implementation plan.

##### Lead Design Strategist (Jun 2022) | Brand Lead (Oct 2016 - July 2021)

- Developed brand strategy - identity, experiential and organizational Level.
- Mentored and trained new joiner and developed innovative onboarding structure.
- **Lead 'All Team Retreat - 2020 & 2022', embracing org culture & values.**
- Conceptualized content and design - 'COVID-19 Resources' and 'Fight for COVID-19 Stigma' campaign for the state and national government of India.
- Produced design and strategy for the 'Care Companion Program' held in government & private hospitals in India and Bangladesh.
- Built and managed visual communication in all the organizational collaterals.

##### The University of Texas at Austin | Alumni in Residence Program (2022)

- Started a product brand on sustaining tradition, craft, and artisan's livelihood.
- Lead and collaborated for product production and business development.

##### Kari, Bangalore | Brand Owner & Founder (2016 - 2020)

- Started a product brand on sustaining tradition, craft, and artisan's livelihood.
- Lead and collaborated for product production and business development.

### TECHNICAL CERTIFICATIONS/PUBLICATIONS/CONFERENCES

- Future Founders Conference - By Y Combinator (2020)
- Represented at Life Stages Roundtable on Mid-Aged Women by IDEO.org (2020)
- Kyoorius Design Yatra Conference (2015-2018)

### ACTIVITIES AND ACHIEVEMENTS

- **Future Design in Health Leader Award** - MA, The University of Texas at Austin
- **By Hand from the Heart - Meet the Maker Article Feature** - Women Entrepreneur (2018)
- 'Professional Career, Life After College, and Design for social cause' talk for final year students at Srishti Institute of Art, Design, and Technology (2017-2020)
- Craft-oriented brand development for 'Society for Elimination of Rural Poverty (AP-SERP),' Andhra Pradesh, India (2016)
- State and District Chess Champion, Maharashtra (2006-2012)