

DIVYA JAIN

Strategist | Service Designer | Innovator

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-designing with users, and having a pragmatic approach to design. I have a strong foundation in user-centric design research and have designed health programs across maternal health, oncology, and chronic care. I use strategic design to drive sustainable impact.

EXPERIENCE

Noora Health (USA, Remote)

Senior Lead Strategist, Global Expansion & People Experience | Jun 2022 - Present

- Developed and executed strategies to fuel organizational growth, aligning company culture and values with global expansion efforts across regions.
- Defined and evolved service blueprints and user personas through journey mapping, stakeholder interviews, and qualitative research with patients, caregivers, and clinicians in government and private hospitals.
- Facilitated co-design workshops in Indonesia and Nepal with nurses, caregivers, and health officials, applying human-centered design principles to shape the localization and implementation of caregiver training programs.
- Led field research and live synthesis of qualitative fieldwork to guide service design and regional program adaptation of the CCP in 100+ health facilities, reaching 19,000+ caregivers in Nepal and Indonesia.
- Conducted health system mapping and competitive analysis using mixed-methods research (field interviews, stakeholder insights, secondary data), synthesizing findings into strategic frameworks for new country expansions.
- Managed key project tasks for the World Health Assembly (WHA), World Health Summit (WHS), and United Nations General Assembly (UNGA) initiatives, overseeing project management and developing core materials.
- CEO Office - Led Leadership Engagement & Communication Strategy
- Served as Project Management Office (PMO) Lead during Noora Health's 2022 organizational transformation, leading the rollout of a new operating model.
- Mentored interns, contractors, and Capstone fellows, ensuring alignment of research and design efforts with Noora's mission and standards.

The University of Texas (Austin)

Alumni in Residence Program + Career Engagement Strategist | Oct 2022 - May 2024

- Mentored students, delivered guest lectures.
- Integrated ethics and decision-making simulations to help students build trust-based, values-driven workplace behaviors.

Design Researcher & Health Service Designer | Projects | 2021 - 2022

- Nomi Health - Reinventing the healthcare system in the USA.
- Roaming Grocer - A mobile farmers market serving East Austin (Food Insecurity & Chronic Disease in Travis County).
- The Blood Drop - Improving the US blood supply.

CONTACT

+1 682 408 7744
Madison, Wisconsin
divyajain.daga@gmail.com
[Linkedin](#) | [divyajain.co](#)

EDUCATION

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

Master of Science,
Strategic Management
University of Cumberland
(2023 - 2024)

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

SKILLS AND TOOLS

Tools: Figma, Miro, Notion, Adobe CC, Google Workspace, Mural, Asana, Canva

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

AREA OF EXPERTISE

Design Research, 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, Organization Design, Design Strategy

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Noora Health (India)

Brand Lead | Oct 2016 - July 2021

Service Design & Health Innovation

- Led end-to-end research and design of medical skills training sessions across critical areas: maternal & newborn care, oncology, surgical recovery, and cardiology.
- Conducted journey mapping, needs assessments, and user research to ensure all solutions were contextually and culturally appropriate.
- Created scalable service design systems implemented across 11,000+ hospitals and facilities, reaching over 14 million caregivers, contributing to:
 - 56% reduction in newborn readmissions
 - 18% reduction in newborn mortality
 - 71% decrease in cardiac post-surgical complications

Brand Strategy & Communication

- Developed and executed Noora Health's first comprehensive brand architecture, aligning internal and external communications with the organization's mission.
- Led brand strategy for high-impact campaigns, including the COVID-19 'Fight the Stigma' initiative and a dedicated multilingual COVID information platform.
- Designed and delivered Brand-Comms workshops to embed brand identity across teams and workflows.
- Shaped and managed branding for award-winning Impact Reports (2016–2021) and all patient-facing collateral, increasing stakeholder engagement and donor confidence.

Kari (India)

Brand Owner and Founder | Oct 2016 - May 2019

- Founded a social enterprise supporting artisans' livelihoods and heritage crafts.
- Led product design & development, brand growth, and business operations.

Krust (India)

Co-Founder & Design Strategist | 2017 - 2019

- Led client projects and co-executed product and visual design.
- Collaborated with cross-functional teams to develop cohesive visual assets aligned with brand identity and target audience preferences.

RECOGNITION, PUBLIC SPEAKING & MEDIA FEATURES

- **Speaker**, UX Healthcare Conference – “Designing Care Beyond the Clinic” (2025)
- Alumni Spotlight, University of Texas at Austin (2025)
- **Author & Featured Guest**, The Companion (Noora Health) – “Reimagining the Team Retreat: How Human-Centered Design Can Create Meaningful Experiences” and follow-up interview (2025)
- **Speaker**, Design for Dignity Conference – “Empowering Caregivers”, representing Noora Health (2024)
- **Guest Speaker**, M.A. in Design (Health), University of Texas at Austin – Shared insights on design strategy (2023)
- Panelist, Design in Health Expert Panel, M.A. in Design (Health), University of Texas at Austin (2022)
- **Featured Project**, Texas Design Journal – Highlighted design work in health and care (2022)
- **By Hand from the Heart** - Meet the Maker Article Feature - Women Entrepreneur (2018)

AWARDS

Future Design In Health Leader Award, MA, Design focused on Health at the University of Texas at Austin · May 2022

HONORS

O1-B Visa Recipient, United States – Recognized for extraordinary ability in health design strategy (2025)

LANGUAGES

English, Hindi, Marathi