

DIVYA JAIN

Design Strategist

CONTACT

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Austin, Texas

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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

MA in Design focused on Health | Projects | Health Service Designer (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

Noora Health | Lead Design Strategist (2022) | Brand Lead (2016 - 2021)

- Developed brand strategy - identity, experiential and organizational Level.
- Mentored and trained new joinee and developed innovative onboarding structure.
- **Co-chaired 'All Team Retreat - 2020', 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.
- Member of the ICC (Internal Complain Committee) under the POSH Act (The sexual harassment of women at workplace - prevention, prohibition, and redressal act).

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.

Krust Collective, Bangalore | Co-Founder (2017 - 2020)

- Launched a design collective and a startup studio providing innovative, modern, and aesthetic solutions. Lead client meetings and design projects.

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)