

Divakar Muraliraj

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Experiences

UX Designer

Nov 2024 - Present

VRV Athletics

London, Remote

- Led end-to-end user research with 20+ interviews and data analysis that directly informed product strategy and feature prioritisation efforts for VRV Athletics.
- Strategised design workshops and usability testing to craft information architecture and iterate designs, resulting in 20% improved conversion rates.
- Integrated research insights of sports and social well-being to shape app content, enhanced UX, and delivered intuitive features.
- Applied design thinking through user flows and storyboarding to ensure design specifications are delivered via human-centered approach increasing user engagement.

UX Designer

Mar 2025 - Mar 2025

Swurl

London, Remote

- Engineered key user journeys with user flows and wireframing for an AI platform, improving user interactions and overall satisfaction.
- Led usability testing with 5+ users, evaluating sentiments around AI and interaction clarity iteratively using findings to improve designs.
- Researched LLM and NLP workflows, developing a service blueprint and low/high fidelity prototypes to drive personalised content strategies.
- Designed UI using Figma and lovable, conceptualised a design system with reusable components, and improved the overall accessibility of interactions.

UX/UI Designer

Jul 2020 - Aug 2021

Nuclei

Bangalore, India

- Enhanced UX through design efforts, contributing to a 50% revenue increase for a B2B SaaS platform by streamlining user interface elements.
- Co-led design of Internal Recharge SDK, facilitating ~10 million transactions per month and improving user satisfaction by enhanced recharge flows.
- Led A/B testing with 60+ users, reducing error rates across 3 product iterations, thereby significantly improving the usability of the platform.
- Created wireframes, prototypes, and UI mockups using Figma and Sketch across devices, ensuring designs met WCAG accessibility standards.

Product Designer

Jan 2019 - Mar 2020

Fametrnix Technologies

Bangalore, India

- Delivered 7 responsive websites employing design thinking and user feedback, leading to superior digital experiences and increased client satisfaction.
- Designed logos, marketing materials, and UIs for web/mobile applications, enhancing brand presence and supported client acquisition initiatives.
- Led user research, feedback analysis, and iterative UI/UX improvements, ensuring solutions aligned with user needs and design specifications.

Education

Msc User Experience Design

Jan 2022 - Mar 2023

Kingston University

London

B.E Computer Science and Engineering

Jul 2015 - Aug 2019

Dr.NGP Institute of Technology

Coimbatore

Skills

Technical Skills : Product Strategy, Information Architecture, User Research, Usability Testing, User Interviews, Heuristic Evaluation, User Experience UX, WCAG

Tools : Figma, Sketch, HotJar, Notion, Framer, Adobe Suite, HTML/CSS, Jira, User-Testing, Google Analytics, VS Code