Divya Kulshreshtha

PRINCIPAL PRODUCT DESIGNER · AI · AGENTIC PRODUCTS · ENTERPRISE UX

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PROFESSIONAL SUMMARY

Principal Product Designer with 9+ years designing AI-native, agentic, and enterprise B2B SaaS products. At Naukri (Info Edge) — India's largest hiring platform — I own Resdex candidate search, premium subscription workflows, and Hiremate, an agentic recruitment product integrated with enterprise ATS systems. Specialised in human-in-the-loop systems design, agent interfaces, and service design for complex enterprise environments. AI-native practitioner (Claude Code, Figma Make, NotebookLM) with direct CEO-level design strategy engagement. Previously: Freshworks Freshservice (AI-Ops, enterprise ITSM); Udaan (0→1 Enterprise UX, 4,000+ daily users); Capillary Technologies (first researcher, B2B SaaS CRM).

CORE COMPETENCIES

Product Design	User Experience (UX) Design · AI-native Product Design · AI-powered Product Design · Enterprise Product Design · B2B SaaS Design · Agent Interfaces Design · Conversational UI · Conversation Flow Design · Interaction Design · Visual Design · Functional Prototyping · Content Design · Motion Design
Research & Strategy	User Research · UX Research Methods · Usability Testing · User Interviews · Experience Strategy · Product Strategy · Strategic Roadmapping · Experience Mapping · Data Literacy · Design Reviews
Systems & Service	Service Design · Design Systems · Systems Thinking · Human-in-the-Loop Systems Design · Design For Complex Systems · Cross-Platform Experience Design · Customer Experience Design · Data Visualization · WCAG Accessibility · Responsive Web Design · Mobile Design
Leadership	Design Leadership · Stakeholder Management · Client Stakeholder Engagement · AI-first Design Mindset · Design Principles
Tools	Figma · Adobe Suite · Claude Code · Stitch · Figma Make · NotebookLM · HTML · CSS · Product Analytics · Prototyping Tools · AI Design Tools

EXPERIENCE

Naukri.com (Info Edge)

Mar 2025 – Present · New Delhi, India

Principal Product Designer

India's largest hiring platform. Recruiter-side experience across Resdex (core revenue candidate search), premium subscription workflows, and Hiremate — agentic recruitment integrated with enterprise ATS systems.

- Architected end-to-end UX for Hiremate — designing human-in-the-loop hiring workflows, agent interface patterns, and conversation flow design that systematise enterprise hiring pipelines at scale
- Led AI-powered product design for Premium Resdex; compressed a 3–4 month concept-to-hi-fi sprint into 3 weeks using an AI-native workflow (Claude Code, Figma Make, NotebookLM); presented directly to CEO
- Own experience strategy and product strategy for the recruiter platform — strategic roadmapping and cross-functional alignment with product, data, and engineering leadership
- Established design principles, design systems, and interaction design standards for agentic and AI-powered product experiences

Freshworks

Mar 2024 – Nov 2024 · India

Staff Product Designer

Enterprise ITSM platform (Freshservice). Senior IC owning product-led growth, AI-Ops design, and research for a large-scale B2B SaaS product.

- Led interaction design and visual design for AI-powered interfaces inside IT Operations — improving incident triage, system observability, and enterprise AI capability exposure
- Drove onboarding and trial UX strategy to improve activation and early adoption for a B2B SaaS platform
- Introduced structured UX research methods — user interviews, usability testing, quantitative data analysis — to support roadmap prioritisation and validation
- Partnered as senior IC with 3 product squads and engineering managers; delivered phased design execution to maintain quality while unblocking engineering

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Udaan.com

Sep 2021 – Feb 2024 · Bengaluru, India

Lead Product Designer

India's largest B2B e-commerce platform. Founded and led the Enterprise UX function from 0→1 for nationwide supply-chain operations.

- Founded the enterprise design practice from scratch — built design systems and research practices for operational products serving 4,000+ field and facility users daily across delivery, warehouse, and inventory workflows
- Led service design for complex cross-platform experience design spanning web and mobile, partnering with 7 product leaders and 20+ engineering stakeholders
- Converted ad-hoc operational processes into scalable software platforms; influenced leadership to adopt user-centric planning for frontline workforce tooling
- Established WCAG accessibility standards and data visualization frameworks across the product suite

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Capillary Technologies

Nov 2019 – Sep 2021 · Bengaluru, India

Senior UX Researcher & Product Designer

- Led UX research and interaction design for Capillary's B2B SaaS Loyalty/CRM platform — stakeholder interviews, heuristic reviews, usability testing, insight mapping, and core product designing
- Founded the user research practice as first researcher; drove leadership adoption of research-led product decisions and client stakeholder engagement practices

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Paytm

Jan 2019 – Nov 2019 · New Delhi, India

Product Designer

- Designed the 'Business with Paytm' merchant platform — customer-facing and operator-facing design for UPI/card payments, micro-loans, and digital store management; used by millions of merchants across India

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Turian Labs

Jun 2017 – Jul 2018 · Pune, India

Design Researcher & Strategist

- Led design research and strategy across medical innovation, mobile-first banking, and consumer studies — demonstrating design for complex systems at the intersection of strategy and service design

EDUCATION

National Institute of Design — 2015 – 2017
Master's degree in Design

HTW Berlin (Hochschule für Technik und Wirtschaft) — Sep 2016 – Mar 2017
Design Exchange · Industrial Design

IIITDM Jabalpur — 2010 – 2014
Bachelor of Technology (B.Tech)