

Divya Hariharan

1-408-601-7303

divs.hariharan@gmail.com

www.divyahariharan.com

Skills

Design Strategy & Vision
User Research & Testing
Personas & Journey Mapping
Workshop Facilitation
Information Architecture
Task Flows & Wireframes
Prototyping & Vibe Prototyping
Visual & Interaction Design
Web & Mobile UX

Tools

Figma
Cursor / Claude (Vibe Coding)
Adobe Creative Suite
HTML/CSS

Education

Web and Interactive Media Design Certificate

UC Santa Cruz Extension, USA
Jan 2015 – Oct 2015

Computer Animation Graduate Certificate

Sheridan College, Canada
Aug 2008 – Apr 2009

Bachelors in Visual Communication

M.O.P Vaishnav College, India
June 2004 – April 2007

Achievements

Patents

5 issued (AWS and Salesforce)

Gen AI Hackathon Winner

Salesforce Email Assistant

Design Mentor Volunteer

ADPList, BuiltByGirls

UX Design Leader with over 15 years of experience designing enterprise SaaS products powered by generative AI and cloud technologies. Passionate about creating data-driven, intuitive, and engaging experiences with a strong focus on user behavior and scalable design principles.

Work Experience

Lead Product Designer, Salesforce | Seattle | Nov 2021 – Present

- **Salesforce Studio – Agentic Planning:** Defined UX vision and strategy for AI-driven planning systems supporting Salesforce Admin workflows for app development. Led a team to design scalable, cohesive experiences across Salesforce Studio's AI framework and developed innovative conversational AI patterns with Design Systems team, resulting in a usability score of 4/5.
- **Agentforce for Marketing Cloud:** Architected UX for Generative AI driven marketing content generation solutions. Drove alignment with cross-functional teams to ship use cases such as authoring emails and landing pages, resulting in 4M emails and 12K landing pages sent.
- **Copilot for Salesforce Builders:** Invented and implemented the Einstein Copilot Container UX pattern (4 patents issued), now a standard integrated into the Salesforce Design System and used across 40+ builder services, enabling consistent, AI-integrated experiences throughout the platform.
- **Salesforce CMS:** Led a unified UX strategy for Salesforce CMS, spanning Marketing, Commerce, and Sales clouds. Created cross-cloud personas and designed workflows for taxonomy, tagging, approvals, and publishing, enhancing the product experience for over 190K users.
- **Leadership:** Mentored senior designers on the Salesforce design process, task prioritization, and design presentation. Managed two Senior Product Designers, addressing cross-team conflicts and delivering a critical feature request from 47K users. Organized and hosted Monthly Competitor Analysis sessions for the UX organization.

Senior UX Designer, Amazon | Seattle | Sep 2016 – Oct 2021

- **AWS Supply Chain:** Led the UX strategy for the enterprise Demand and Supply Planning suite of products. Conducted formative user research, collaborated with product/engineering partners to clarify use cases, and delivered a patented design system for supply chain planning solutions, used by 40K monthly active users.
- **Amazon GameSparks:** Designed configuration and experimentation systems for game developers on the AWS console, adopted by AAA titles and used in 93 experiments with 74K player interactions in 6 months.
- **Amazon Photos:** Led UX design for Amazon Photos' sharing and communication features, increasing customer comments from 800 to 6000 weekly in two months and boosting customer engagement to 30k groups, 400K photos, and 2.5K albums shared weekly.

UX Designer, InMobi | San Francisco | Feb 2015 – Sep 2016

- Designed an advertising application for Android devices, displaying native, targeted and interactive advertisements and boosting advertisement CTRs (click-through rate) from 3% to 12%.

Graphic Designer, Marcus & Millichap | Palo Alto | June 2014 – Sep 2014

- Designed marketing materials and Request for Proposals that helped acquire more than 40 real estate property clients in a four-month period.

Graphics & Web Design Manager, Incite Interact | Bangalore | Apr 2010 – Jan 2012

- Designed Jaguar Land Rover's Sales and Operations Planning platform's user interface. Created social media assets for 3M Scotch-Brite.