

Divyen Sanganee

Sr. Design Manager

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PODCAST

What the UX?

A design leader and team builder with 15 years across retail, AI, agency, and in-house. Currently Sr. Design Manager at The LEGO Group, sharing leadership of the Experience pillar of LEGO.com with a Product Lead and an Engineering Director. Interested in building high-performing teams, shaping product strategy, and blending user insight with business need.

EXPERIENCE

Sr. Design Manager • The LEGO Group

May 2022 – Present • London, UK

- Share leadership of the Experience pillar of LEGO.com alongside a Product Lead and an Engineering Director. Eight designers under our care across product teams and design crews.
- Grew the design team from one to eight and introduced design crews, cross-team groups aligned to a problem statement rather than a product team, broadening designers' remit without breaking the delivery machine.
- Led design across app, web, and in-store to launch LEGO Insiders, the global loyalty programme that replaced LEGO VIP. Set registration, one of the biggest design bets I owned, drove millions of new user registrations at launch.
- Own the annual Portfolio OKRs for the pillar with my product and engineering counterparts, estimate the headcount to deliver them, and hold teams accountable through the year.
- Coach designers on storytelling and business acumen, helping them talk about outcomes rather than outputs and blend user insight with business need.

Design Lead • Cazoo

Mar 2021 – May 2022 • London, UK

- Built the design function inside the Operations and Logistics tech team, four products used by showroom staff, truck drivers, and refurbishment engineers to move cars around the UK.
- Grew the team from zero to four, hiring two senior designers, a mid-level designer, and a contractor. Weighted toward experience because the work needed judgement fast, not scale.
- Ran regular sessions bringing the team together to map the current state, build a shared vision of the end-to-end journey, and locate the seams between products where users were losing the plot.
- Handed over a high-functioning team with a solid design roadmap and a much stronger standing for design in the org.

Jr. Designer Design Manager • Deloitte Digital

2013 – 2021 • London and Toronto

- Progressed from Associate to Manager across 20+ engagements, including a Canadian grocery retailer's mobile app launch, a women's fashion retailer's site redesign, and a UK Government application portal.
- Transferred to Toronto in 2018 and led a design team of three working on the largest Canadian grocery app, handling tens of thousands of orders a week.
- Built the design-adjacent skills that turn a good designer into a leader: business change, strategy, executive comms, stakeholder management, and P&L.
- Learned early to be credible in the room: research the facts, know the user need, know the business value, and simplify the complex.

EDUCATION

Master's in Human-Computer Interaction • University of Birmingham

2012 – 2013

BSc Mathematics and Computer Science • University of Birmingham

2009 – 2012