

+44 74380 74369
SRBHWRK@GMAIL.COM

SAURABH GUPTA

PRODUCT & UX DESIGNER

PORTFOLIO: [SAURABHGUPTA.ONE](#)

Experience

Automotive Design Planet — Co-Founder

September 2022 - August 2024

- Co-founded Automotive Design Planet, an automotive showcase and media platform that achieved 1 million Instagram impressions and 50K website views per month. Oversaw content creation, product management, and UX design, while also handling partnerships, analytics, and community engagement. Stayed current with industry trends to provide valuable insights to our audience.

Cvent — Product Designer 2

January 2021 - August 2022

- Led the design of a white-label platform for venue sourcing and Request for Proposal (RFP) processes, enhancing client offerings and increasing user engagement.
- Redesigned smart custom proposals, enabling suppliers to create personalized proposals through an intuitive website design tool, improving proposal quality and supplier satisfaction.
- Enhanced the end-to-end user experience by implementing user testing, conducting thorough reviews, and providing actionable design recommendations, streamlining user journeys
- Conducted structured user research to inform data-driven and user-centric design decisions, improving overall usability and user satisfaction metrics.
- Collaborated with Product Managers and developers to design scalable, low-maintenance components, ensuring consistency across the platform and reducing development time.

Cvent — Product Designer 1

July 2019 - December 2020

- Redesigned a drag-and-drop framework, allowing users to create surveys quickly and efficiently, significantly improving user productivity and engagement.
- Enhanced various question types through competitive analysis and a deep understanding of user use cases, resulting in improved survey effectiveness and response rates.

Mawai — Interaction Designer

July 2018 - June 2019

- Designed a white-label remote attendance system tailored for off-site employees, enhancing operational efficiency and facilitating seamless tracking.
- Developed a SaaS reward points system for B2B companies, promoting customer engagement and retention through a customizable rewards program.

Oracle — Associate Interaction Designer

February 2018 - June 2018 (BDes Graduation Project)

- Contributed to the design and development of chatbots for PeopleSoft applications, focusing on user interaction and streamlining complex workflows.

- Researched conversational user interfaces (UIs) and established standards for interactive communication, resulting in increased aesthetics and consistency across platforms.

IIT Delhi, India — Design Consultant

June 2017 - July 2017 (BDes Internship)

- Designed an innovative bodysuit equipped with fall detection technology that inflates upon impact, enhancing wearer safety and injury prevention.
- Conducted in-depth research on materials and prototyping techniques, leading to the selection of optimal fabrics and components for performance and comfort.
- Performed comprehensive usability testing to assess functionality and user experience, ensuring the product met ergonomic standards and user needs.

Education

Coventry University, UK — MA Design Management

2022 - 2023, Distinction

- Graduated with distinction.
- Dissertation on managing information overload to enhance productivity in digital devices, focusing on practical applications and user-centered solutions.

PLC SUPVA, India — BDes Product Design

2014 - 2018

- Dissertation on conversational UIs and building standards for chatbots, sponsored by Oracle.

Skills & Tools

UI/UX/Product Design, Design Thinking, Persona & Storyboarding, Competitive Analysis, User Research, Information Architecture Design, Data Visualization, Wireframing & Prototyping, User Testing, Data Analysis, Scrum & Agile Practices

Figma, Sketch, Play, Zeplin, Spline, Photoshop, Pendo, Hotjar, Mouseflow, Optimizely

Awards

PAT ON THE BACK

2022

Awarded by Cvent for exemplary performance and outstanding contributions.

Independent Projects

Industrial Collaborative Project w/ The Bugatti Trust, UK

Explored the life of Helle Nice, a French dancer and motor racer, alongside the concept of revitalizing Coventry's forgotten tunnels to create safer spaces for women.

MOCA - YC 2023 Applicant

Collaborated with a Columbia Business School graduate to design the initial version of an AI-driven credit card and loyalty program management system for the Y Combinator.