

# Saurabh Gupta

## Product Designer & Strategist

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Seasoned Product Designer with 5+ years of experience creating innovative 0-to-1 products and solving complex challenges through human-centered design. Passionate about crafting accessible and inclusive solutions that bridge user needs with business goals. Committed to designing experiences that inspire, empower, and drive meaningful outcomes, delivering real-world impact while shaping the future of technology.

## Work Experience

### Automotive Design Planet • Coventry, UK

#### Founding Designer

Sep 2023 - Present

- Designed a lightweight, SEO-optimized custom CMS with a user-friendly interface, delivering WordPress-level performance at half the cost and attracting over 40K monthly website users.
- Improved user experience by reducing 90% of dead links, streamlining content workflows, and introducing intuitive draft-sharing and review features, leading to a 55% increase in organic traffic.

### Cvent • Gurugram, India

#### Product Designer 2

Jan 2021 - Aug 2022

- Led the design of white-label platform for venue sourcing and RFPs, enhancing client offerings, increasing user engagement, and streamlining user journeys through data-driven insights.
- Collaborated with product managers and developers to design scalable components, leveraging wireframes, prototypes, and user testing to improve usability and reduce development time.

### Cvent • Gurugram, India

#### Product Designer 1

Jul 2019 - Dec 2020

- Led the redesign of smart custom proposals using an in-house drag-and-drop framework, enabling suppliers to create personalized, high-quality proposals efficiently, resulting in a 99.7% response rate and a 39% increase in awarded RFPs.
- Introduced a new visual structure to highlight venue features and amenities, along with options for creating and selecting templates for each proposal, leading to a 103% increase in awarded RFP value.

### Mawai • Noida, India

#### Interaction Designer

Jul 2018 - Jun 2019

- Designed a remote attendance system for off-site employees, optimizing operational workflows, reducing manual tracking time by 22%, and driving 90% adoption rate within three months.

### Oracle • Bengaluru, India

#### Associate Interaction Designer

Feb 2018 - Jun 2018 (Internship)

- Worked with the PeopleSoft Chatbot team to design and implement standards by conducting conversational UI research, improving user interaction, and optimizing workflows for consistent platform experiences.

## Education

### Coventry University, UK

#### MA Design Management

Sep 2022 - Aug 2023

- Graduated with distinction.
- Conducted a self-sponsored dissertation on managing information overload in digital devices, with a focus on practical applications and user-centered design solutions.

## **PLC SUPVA, India**

### **BDes Product Design**

Sep 2014 - Jun 2018

- Graduated with First Division.
- Conducted a final-year project on designing conversational UIs, establishing standards, and enhancing interactions for business chatbots, sponsored by Oracle.

## **Skills**

### **Hard Skills**

User Research and Usability Testing  
Wireframing and Prototyping  
Interaction Design (IxD)  
Information Architecture (IA)  
Accessibility (WCAG Compliance)  
Responsive and Adaptive Design  
Design Systems and Component Libraries  
A/B Testing and Data-Driven Design

### **Soft Skills**

Creative Problem-Solving  
Cross-Functional Collaboration  
Effective Communication (Visual and Verbal)  
Time Management and Prioritization  
Empathy and User-Centered Mindset  
Adaptability to Changing Requirements  
Critical Thinking and Decision-Making  
Attention to Detail

### **Software Skills**

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

## **Awards**

### **PAT ON THE BACK**

2022

Awarded by Cvent for exemplary performance and outstanding contributions.