

ANIMESH KUMAR GUPTA

7652075201 ◇ Noida, UP

officialanimesh28@gmail.com ◇ [LinkedIn](#) ◇ [Portfolio](#)

OBJECTIVE

Product Designer with 3+ years of experience designing user-centered mobile and web products across diverse industries including healthcare, gaming, and enterprise platforms. Proven track record delivering end-to-end digital experiences, from research and information architecture to high-fidelity interfaces and production-ready design systems. Skilled at translating complex business requirements into intuitive user journeys that balance usability, visual clarity, and product goals. Combines strong interaction design and problem-solving abilities with modern tools and AI-assisted workflows to create scalable, accessible digital solutions. Experienced collaborating cross-functionally with developers, product managers, and stakeholders to deliver impactful products in agile environments..

EXPERIENCE

UI/UX Designer

May 2024 – Present

SDLC Corp

Noida, UP

- Designed and launched the corporate website for ADCOOP, creating a bilingual (Arabic + English) responsive platform and brand system that improved content clarity and strengthened the organization's digital presence across regional markets.
- Designed the end-to-end user experience for the Kalam Kids Learning Game, including character design, animation systems, game UI, and interaction flows, creating an engaging educational mobile experience for young learners.
- Built and shipped the complete digital platform for SERH Group by translating complex logistics and marine services into a structured website architecture, improving information discoverability and simplifying navigation across multiple service categories.
- Improved design efficiency by ~30% by building reusable UI components, typography scales, and structured layouts that streamlined collaboration between design and development teams.
- Delivered 10+ production-ready web and mobile products by leading the complete design lifecycle from user research and wireframes to high-fidelity interfaces and developer handoff, ensuring scalable and user-centered digital experiences.

UI/UX Designer (Startup)

Feb 2024 – Apr 2024

Nicologix Technologies and Consulting

Noida, UP

- Designed the end-to-end product experience for a healthcare mobile application, simplifying patient access to hospitals, clinics, pharmacies, and diagnostic services through intuitive booking and service discovery flows.
- Reduced user navigation complexity by ~35% by restructuring the information architecture and optimizing user journeys for faster appointment discovery and booking.
- Collaborated closely with developers and product stakeholders to deliver production-ready UI components and responsive mobile interfaces, ensuring design consistency and implementation accuracy.

UI/UX Designer (Internship)

Dec 2023 – Jan 2024

Bigwig Digital Solutions Pvt. Ltd.

Noida, UP

- Designed a food delivery mobile application from concept to prototype, covering user research, personas, information architecture, wireframes, and interactive prototypes.
- Conducted competitive analysis of 6+ food delivery platforms to identify usability gaps and improve ordering flows and product discovery.
- Improved checkout efficiency by streamlining the ordering flow into 3 clear steps, reducing friction in the user journey from restaurant discovery to order placement.

Product Designer

Freelancer

May 2023 – Nov 2023

Noida, UP

- Delivered 4+ end-to-end product design projects for startups and small businesses by leading the full design lifecycle from research and wireframes to high-fidelity interfaces and developer handoff.
- Built scalable UI systems including reusable components, typography scales, and layout structures that ensured consistent design implementation across multiple client products.
- Collaborated directly with founders and developers to translate business goals into user-centered product experiences, reducing design-to-development iteration cycles.

UI/UX Designer (Internship)

Freelancer

March 2023 – April 2023

Noida, UP

- Designed responsive web interfaces and digital product experiences for multiple client websites, focusing on usability, visual clarity, and conversion optimization.
- Created structured user flows, wireframes, and high-fidelity UI designs that improved content accessibility and user engagement across desktop and mobile platforms.
- Applied modern UX principles and usability testing insights to refine interface layouts and improve the overall user journey across digital products.

EDUCATION

Bachelor of Technology (CSE)

Gandhi Institute Of Technological Advancement

2019 – 2023

12th CBSE

Little Flower House School

2017 – 2018

SKILLS

Core Skills

UI Design, UX Design, Interactive Design, Visual Design, Branding Design, Motion Design, Wireframing, Prototyping, User Research, Usability Testing, Human-Centered Design, Problem Solving

Tools

Figma, Adobe XD, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Rive, Framer, Webflow, Canva, Jira, Microsoft Word, Microsoft Excel, HTML, CSS, JavaScript, React, Node

Soft Skills

Leadership, Communication, Creative Thinking, Collaboration