



Rahul Kumar Gupta

Senior UI UX Designer

Sr. UI/UX Designer with around 3+ years of experience in crafting Intuitive digital experiences, specializing in UI design and UX optimization. Proficient in Agile methodologies, design thinking, and usability testing. "Let's connect to explore the diverse projects I've worked on and discuss how I can bring value to your next endeavor".



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[Portfolio](#)

WORK EXPERIENCE

Alphadroid India Pvt Ltd, Senior UX Designer

Noida, Jul-2024 - Dec-2024

• Hey Alpha

- Visual Design Creation for Hey Alpha, a 3D avatar on kiosk, **increasing user engagement by 35% and reducing support response time by 40%**.
- Improved accessibility, resulting in a **20% increase in customer usage**.
- Executed user testing with 100+ participants, leading to a **15% increase in efficiency**.
- Deployed Hey Alpha across 50+ retail kiosks, ensuring smooth integration.

• Alpha 1, Iron 1

- Revamped operating screens for Alpha 1 & Iron robots, enhancing **interaction and efficiency by 30%**.
- Achieved a seamless interaction flow by creating a detailed **information architecture**, significantly **boosting user navigation and efficiency**.
- Conducted usability testing, resulting in a **20% improvement in task completion time**.

Aeologic Technologies Pvt. Ltd. UI UX Designer

Noida, Apr-2023 - Jun-2024

• Hero Motors Business Portal

- Transformed Excel sheets into **high-end UI/UX designs**, enhancing usability and visual appeal.
- Created a comprehensive project management tool, **integrating advanced features to streamline workflows** and significantly improve operational efficiency.
- Designed the **E-drawing Portal**, integrating raw material tracking with a user-friendly interface.
- Enhanced collaboration, resulting in a **25% rise in user satisfaction**.

• Dominos Kiosk

- Designed the order management system for kiosks, **reducing order processing time by 30%**.
- Improved the system for seamless ordering, enhancing **order accuracy by 25% and reducing wait times by 20%**.
- Designed user-friendly interfaces, resulting in a **40% increase in worker efficiency**.
- Boosted outlet productivity by **35% through streamlined workflows**.

• Other Products for Govt Of India.

• National Scholarship Portal Biometric Authentication Utility (NSP - BAU)

• IFFCO Kissan • NGO Portal • National Tobacco Control Portal

• KAKV Foundation

9TAB Digitech Private Limited UI UX Designer

Noida, Jul-2022 - Jan-2023

• NetClack HRMS

- Curated user-centric interfaces for the HRMS portal, **improving user experience on web and mobile platforms**.
- Developed responsive navigation, **reducing task completion time by 25%**.
- Performed extensive user research to obtain detailed insights and feedback, analyzing data to pinpoint critical areas for improvement and user preferences. This thorough approach led to a **30% surge in user satisfaction**.
- Established consistent designs using **design system, increasing user participation by 30%**.
- **9PAY Payments App**
- Engineered the user experience for the 9Pay **Fintech Application with microservices architecture**.
- **Integrated BBPS features**, enhancing payment efficiency and making smoother transactions.
- Carried out usability assessments, leading to a **30% boost in user satisfaction**.

Technical Skills

- Figma
- Sketch
- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Protopie.io
- Miro
- Notion
- JIRA
- Notion
- UXpin
- Framer.ai

Industrial Skills

- Human-Centered Design
- Quantitative Research
- Qualitative Research
- UX Heuristic Evaluation
- Information Architecture
- Design System
- Wireframing
- Prototyping
- User Testing
- Micro-interactions
- Voice-Activated Interfaces
- AR/VR Experience Design
- AI-Powered Personalization
- Minimalist UI Design
- Gen AI
- User Persona
- Visual Design
- Gen AI
- Parallax Effects

Soft Skills

- User Understanding
- Teamwork
- Clear Articulation
- Solution Finding
- Flexibility
- Precision
- Efficient Planning
- Innovativeness
- User Champion

Education

● **Naval Architecture**
Annamalai University
2018-19
Marks Obtained- 98%

● **BSc Physics & Mathematics**
VBSPU University
2016-2018
Marks Obtained- 62%

● **Schooling**
Army Public School
2014-2015

Certification

● **UX-UI Design**
Zero To Mastery Academy
2022

● **Google UX Design**
Coursera
2022

Achievements

● **National Athletics Games**
Telangana State
Silver Medal In Javelin
Throw

● **State Level**
Mahindra State Football Team
Team Captain and
Goal Keeper

Social Presence (Click Icons to View)

