

Aditi Gupta

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SUMMARY

Product designer with 3 years of experience taking digital products from 0→1, from defining user experiences and design systems to prototyping and launch, with a focus on intuitive user experience that solves real problems and support business goals. Experienced in Saas, web, fintech, supply chain and multiple industries, with products shipped to real customers.

WORK EXPERIENCE

Freelance | UI/UX Designer & Framer Developer

JUN 2026 - Present, Gurugram

- *Client Work.* Worked directly with multiple clients on their website requirements and creative direction.
- *Website design & build.* Built digital presences across different industries, from visual identity and website design to launching fully responsive **no-code websites in Framer**.
- *AI-Assisted Components.* Used AI to explore and build custom website components and interactions in Framer, while owning the final design decisions.

Delta Velocity | Product Designer

DEC 2024 - MAY 2026, Gurugram

- **0→1 Product.** Led the design of the SaaS platform and website from concept to launch.
*Result: Real customers onboarded, revenue generated, and **10K+ orders shipped through the platform**.*
- **Design system.** Designed and implemented a scalable design system.
Result: Improved product consistency, streamlined developer handoff, and created a scalable foundation for the product.
- **Cross-functional leadership.** Partnered directly with CEO, CTO, and developers as the **sole designer**, aligning product decisions with business and technical goals.
Result: Created a tighter design-development workflow and reduced ambiguity across product decisions.

FineData Analytics Pvt Ltd | UI/UX Designer

SEP 2023 - NOV 2024, Gurugram

- Redesigned an outdated fintech website that had remained unchanged for 4 years.
Result: Modernized design boosted user satisfaction and retention.
- Developed stock visual & portfolio management
Result: Streamlined interactions and increased efficiency.
- Enhanced Power BI Dashboards
Result: Optimized design for enhanced data accessibility and decision-making.

Senseofself.co | Graphic Designer Intern

NOV 2021 - JUN 2023, Online

- Designed posts, stories, and reels to enhance customer engagement and drive sales.
Result: Increased engagement on their Instagram and sales performance.

EDUCATION

Google UX Design Professional Certificate | Coursera | SEP 2024

Bachelor of Computer Applications (BCA) | Guru Gobind Singh Indraprastha University | SEP 2021 – JUN 2024, Delhi

SKILLS

- **Technical Skills:** Figma, Framer, Wix, Canva, Power Bi, Jira, Slack, Microsoft 365, Html, Css
- **Design Skills:** Design Systems, Information Architecture, Wireframing, Rapid Prototyping, User Flows, User Experience Design, User Interface Design, Web Design, Web Application Design
- **Research Skills:** User Research, Usability Testing, A/B Testing, Data Visualization, Competitive Analysis, User Journey Mapping.
- **Product Skills:** Product Thinking, 0→1 Product Design, Mvp Design, Design Handoff, Design Documentation, Stakeholder Collaboration, Design-To-Development.