

# Yash Gupta

## UX UI Designer

“ Innovative and detail-oriented UX Designer specializing in driving product performance and operational efficiency. Expert in strategic feature refinement, achieving a 36% improvement in product usability. Proven ability to leverage Design Systems to enhance workflow efficiency by 13.4% and create intuitive, accessible digital solutions that have previously increased user engagement and task efficiency by up to 25%.

## Experience

### Product Designer (Freelance) | December 2025 - Present

Sri Vedic Puja, Noida, IN

- **Driving end-to-end UX/UI design** for a digital platform, streamlining discovery and booking of Vedic services
- **Led user research and usability improvements**, identifying key friction points in trust and service selection
- Built **scalable design systems and high-fidelity interfaces**, ensuring consistency across web experiences
- **Optimized critical user flows**, improving clarity, usability, and reducing drop-offs
- Delivered **conversion-focused landing pages** and brand assets, aligning product experience with user intent

### Design Generalist | July 2025 - September 2025

Cubyts, Bengaluru, IN

- **Enhanced** the platform by introducing and refining features, leading to a **36% improvement in product performance and usability**, while collaborating closely with PMs, developers, CEO, and CTPO.
- **Drove strategic upgrades to the design system**, standardizing components and creating icons that **improved workflow efficiency by 13.4%** and strengthened overall UX consistency.
- **Delivered high-impact visual and marketing design**, including blog graphics, case studies, and the marketing website, aligning product storytelling with brand and user needs.

### UX / UI Designer | Aug 2024 - Feb 2025

Geospatial World, Noida, IN

- **Designed and launched 5+ products from scratch**, including Event Management, Travel Expense Manager, Webinar Portal, GRP AI, and HRMS, **leading the entire UX/UI process from ideation to release.**
- **Revamped key platforms**, including Geospatial Resource Platform, Geospatial World Homepage, Staff App, and Event App, **improving usability, accessibility, and engagement.**
- **Led end-to-end UX/UI design** across HRTech, EventTech, T&E management, and GeoTech, creating seamless, high-performing experiences in an agile environment.
- Applied HCD & HCI principles, conducting user research, usability testing, and iterative improvements to optimize workflows.

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## Education

2020-2024 UG Professional Diploma in User Experience & Interaction Design  
Pearl Academy, New Delhi

2018-2020 Senior Secondary, Humanities  
Delhi Public School, Sushant Lok, Gurgaon

## Skills & Tools

### Skills

#### Design

- User Requirement Analysis
- Graphics Design
- Interactive Design
- Mockups & Dimension
- Branding
- Information Architecture
- Packaging Design

#### Research

- User research
- Qualitative research
- Usability audit & analysis
- Persona Development

### Tools

- Figma
- XD
- Illustrator
- InDesign
- After Effect
- Procreate
- Miro
- Google Analytics
- Survey Monkey
- Framer
- Midjourney
- Lookback
- ChatGpt

## Certifications

Foundations of User Experience (UX) Design  
Google

SAP Certified Associate - Design Thinking  
SAP

User Experience The Beginner Guide  
Interaction Design Foundation

Design Thinking: The Ultimate Guide  
Interaction Design Foundation

Perception and Memory in HCI and UX  
Interaction Design Foundation

## Certifications

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### Human-Computer Interaction: The Foundations of UX Design

Interaction Design Foundation

### Enterprise Design Thinking PRACTITIONER

IBM

## Experience

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- Leveraged UX laws & AI-driven tools to enhance functionality, **boost engagement by 20%**, and **achieve 50% accessibility compliance**.
- **Redesigned key user flows**, improving **usability by 25%** and increasing task completion rates.

### UI / UX Designer Intern | May 2023 - July 2023

Flash Digital Solution, New Delhi, IN

- Optimized the UX flow of the company's flagship digital platform, achieving a **25% improvement** in usability and user task efficiency.
- Designed an intuitive UI that contributed to a **20% increase** in customer engagement.
- Conducted user research and usability testing, collecting actionable metrics that drove iterative design improvements.
- Enhanced product onboarding experiences, **reducing user drop-off rates by 15%**.
- Delivered prototypes and high fidelity wireframes, aligning with the brand's visual language and business goals.

### Branding and Design Specialist | 2018 - 2023

Freelance | Eats and Treats

- As a Freelance Branding and Design Specialist for Eats and Treats, I have been a key contributor since 2018, shaping their visual identity and enhancing market presence.
- My work includes designing the **brand logo, packaging**, revamping **menu cards**, creating seasonal social media campaigns, **product photography** and **videography**, and **UX/UI design for their bakery app**.
- These efforts have significantly elevated the brand's standing in the baked goods industry.