

# Rohan Gupta

[Portfolio](#) • [LinkedIn](#) • +91-9311456953 • [rohang0953@gmail.com](mailto:rohang0953@gmail.com)

Innovative professional with significant experience in UI/UX Design, Frontend Development, and Graphic Design. Experienced in handling client and influencer relationships, leading design projects, and developing efficient, user-friendly web and app interfaces. Proficient in Figma, Canva, and Photoshop, with a solid background in managing campaigns. Committed to community service through teaching and mentoring underprivileged children, showcasing excellent communication abilities.

## Education

### MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

Bachelor of Technology in Information Technology  
Relevant coursework: Artificial Intelligence, Machine Learning

Rohini, New Delhi  
Oct 2021 - Present

### BLUE BELLS MODEL SCHOOL

Senior Secondary (XII<sup>th</sup>) **Percentage - 88.9%**  
Secondary (X<sup>th</sup>) **Percentage - 96%**  
Achievements: Gold Medal in Computer Science Olympiad

Gurugram, Haryana  
Apr 2018 - Jul 2021

## Experience

### UI UX DESIGN INTERN

Indian Institute of Technology, Delhi (IIT-Delhi)

Hauz Khas, New Delhi  
Oct 2024 - Present

- User Interface Design:** Came up with numerous intuitive web interfaces, increasing user engagement by 25% with seamless interaction across 3+ devices.
- Wireframing & Prototyping:** Designed 15+ wireframes and prototypes in Figma, ensuring design alignment with project goals.
- Cross-Functional Collaboration:** Teamed up with 5+ developers to implement design solutions, meeting 100% of project deadlines.

### WEB DEVELOPMENT INTERN

Central Electronics Limited Pvt. Ltd.

Ghaziabad, Uttar Pradesh  
Aug 2023 - Sep 2023

- Leveraged MySQL and Microsoft SQL Server for robust database solutions, ensuring efficient and secure data management, and accomplished a remarkable 50% reduction in query response time.
- Streamlined data entry processes by 30% using Excel and Access, significantly enhancing user-friendliness and overall time efficiency.
- Improved data retrieval speed by 35% by optimizing table schemas for better data organization and faster access.

### CAMPAIGN EXECUTIVE INTERN

Whittler, The Influencer Marketing Company

Rohini, New Delhi  
Feb 2023 - Nov 2023

- Campaign Management:** Led 10+ influencer campaigns, acting as the main contact between 5+ brands and influencers for smooth execution and timely delivery.
- Strategy Optimization:** Analyzed 20+ campaigns, refining strategies with brands to boost engagement by 30%.
- Client & Influencer Relations:** Cultivated strong relationships with 15+ clients and influencers, ensuring 95% satisfaction throughout campaigns.

## Projects

### BMW Prototype Website

- Modern UI Design:** Created a premium prototype for BMW Motors, increasing user interest by 20%.
- Enhanced User Experience:** Designed intuitive navigation for 5+ products, reducing bounce rates by 15%.
- High-Fidelity Prototype:** Built an interactive prototype in Figma, ensuring client alignment and 100% approval.

# Projects

---

## GADA ELECTRONICS - An E-commerce website

- **E-commerce Website Development:** Developed a responsive e-commerce site with HTML and CSS, improving customer engagement by 40% with adaptive layouts and intuitive navigation.
- **Interactive Features:** Used JavaScript to create product listings and features, boosting browsing efficiency and interaction by 35%.
- **Performance Optimization:** Improved website performance by reducing load times by 25% and ensuring cross-browser compatibility and accessibility.

# Skills

---

- **Technical Skills:** HTML, CSS, JavaScript, React.js, Python, MySQL, Microsoft SQL Server
- **Design Tools:** Figma, Adobe Photoshop, Canva
- **Soft Skills:** Client Management, Team Leadership, Project Management

# Organisations

---

CRY (Child Rights & You)

Sep 2023 - Present

- Teach underprivileged children, focusing on basic literacy and numeracy skills to enhance their educational foundation and future opportunities, benefiting over 200 children annually.
- Organize extracurricular activities, promoting creativity, teamwork, and personal development through arts, sports, and other engaging events, impacting more than 150 children each year.
- Foster a supportive learning environment, ensuring all children receive individual attention and encouragement to reach their full potential, resulting in a 40% improvement in academics.

Youth Social and Cultural Association (YSCA)

Jun 2017 - Present

- Proud member of the Youth Social and Cultural Association, leading initiatives like the Go Green Plantation Drive, planting 1500+ trees and ensuring their ongoing care.
- Organized bi-annual Blood Donation Camps and health checkups, collecting 200+ units in each camp and establishing our own Blood Bank to support local healthcare needs.
- Collaborated with RWA to develop over 10 local parks and roads, enhancing community infrastructure and promoting a sense of togetherness through cultural and festival celebrations.

# Extra-Curricular

---

- Core Design Member of the **Student Editorial Board** of Maharaja Agrasen Institute of Technology
- Core Member of the organizing committee of the **Inta-college C20 Hackathon**
- Member of the core team of the annual college fest **“TnM 2023”** of Maharaja Agrasen Institute of Technology