



## User Experience Designer Product Designer Design Researcher

[🔗 sounak.design](http://sounak.design)  
[in sounak-gupta](https://www.linkedin.com/in/sounak-gupta/)  
[✉️ sounak1412@gmail.com](mailto:sounak1412@gmail.com)  
[📞 +1 872-806-7884](tel:+18728067884)

## Professional Experience

### Northwestern University

Design Coach/ Teaching Assistant for Design Thinking and Communication

SEPT 2022 - CURRENT, EVANSTON, USA

I work with Professors to teach Design Thinking Methodologies to students and help students conduct primary and secondary research in a user centered manner. I support students develop concept sketches and prototypes for testing and hold regular sessions to clear concepts that were tested through assignments over the quarter.

### Rang De P2P Financial Services

Design Lead & UX Designer

SEPT 2021 - AUG 2022, BANGALORE, INDIA

I led a design team of 3 that was responsible for app and web product redesign, expansion and innovation. I worked closely with Product Managers and Software Developers that needed high collaboration. I led Design Sprints for the Product team, conducted user interviews and testing sessions. I was responsible for developing the entire Style Guide and Design System from scratch. I set up a proper design process and pipeline for the product team to follow. My impact was the first iOS and Android app launch for the startup, while developing consistent branding for Web and Social Media.

### Digital Product School, TUM

Interaction Designer Intern

MAY 2021 - JUL 2021, MUNICH, GERMANY

I designed an environmentally sustainable business solution in the form of a web application in the city of Munich for local stores and businesses to work collaboratively through a partnership model and increase their revenue. I applied Design Thinking methods to product design in an Agile product development environment. I worked with the Scrum framework in an interdisciplinary team of PM, SDEs and AI engineers. Also, conducted risk validation through experiments and conversing with a broad range of stakeholders

### Info Edge India

Product Designer Intern

AUG 2020 - MAY 2021, NOIDA, INDIA

Contributed to designing an Ed-tech platform that helped freshers learn from industry leaders. I was involved in the product discovery, research, product design, and brand positioning of a new and growing platform. I assisted in scripting user interviews and conducting user tests. Most of my day was occupied designing interfaces on Adobe XD. I was also in charge of social media content creation and helped the Marketing team gain traction.

## Education

### Northwestern University

MS Engineering Design and Innovation

SEPT 2022 - MAR 2024, IL, USA

### IIT Delhi

B.Tech Comp Sc and Design

AUG 2017 - JUN 2021, DELHI, INDIA

- Immersed myself in fields like Human-Centred Design, HCI and UX/Interaction Design.
- Was involved in learning and practising design research methods and implementing user-centered digital products.
- Developed strong technological foundation that helps me communicate with SDEs easily and develop powerful digital solutions.
- Led the university design club and took part in several design hackathons.

## Skills

### DESIGN

- Illustration, UI, Visual Communication
- User Flows, Concept Sketches
- Storyboarding, User Journey Mapping
- Wireframing and Mockups, Low-High Fi
- Animations and 3D Product Design
- Design Language and System Design

### PROTOTYPING

- Rapid prototyping with Figma, XD
- Front End interactions with HTML, CSS, JS

### RESEARCH

- Qualitative Research, User interviews, Think aloud session, Group interviews
- Data Analysis and Visualization
- A/B Testing and Experimenting

### COLLABORATION

- Organizing Design Sprints and Workshops
- Design Critique Sessions
- Collaborating with PMs and SDEs