aditya gujaran

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Mini-bio

Versatile product designer with a design practice grounded in rigorous UX research to enable high velocity product delivery.

Design methods

Opportunity Trees, Competitive Analysis, Data Analysis, Contextual Inquiry, Surveys, Personas, Wireframing, Prototyping, Think Alouds, Product instrumentation

Design tools

Miro, FigJam, Mixpanel, Metabase, Figma, Framer, Maze, Dovetail, v0, Arduino and circuits

Certificates

Growth for Product managers
OneMonthPM, Sept 2023

Business Value of Design
Designer Fund, Apr 2022

Publications

The Perception and Value of Time in the context of Urban Mobility
UXUC 2019

Fall of Humans: Interactive Tabletop Games and Transmedia Storytelling
ITS 2015

Education

Carnegie Mellon University
MS in Human Computer Interaction | Dec 2012
Pittsburgh, United States

University of Mumbai
BE in Information Technology | Jun 2011
Mumbai, India

Experience

Bounce | Senior Product Designer
Lisbon, Portugal | Aug 2024 - Oct 2025 (1 yr 2 mo)
- Built out the end to end lockers product experience from 0-1
- Reduced the cancellation rate from 65% to 12% (down 81.5%)
- Created holistic customer journey maps of locker's customers

Unbabel | Senior Product Designer
Lisbon, Portugal | Feb 2020 - Feb 2023 (3 yrs)
- Remodelled a file translation touchpoint to serve a new use-case
- Crafted the interface to interact with Unbabel's award-winning quality estimation AI

Freelance | Product Designer and Service Designer
Lisbon, Portugal | Jun 2016 - Dec 2019 (3 yrs 5 mo)
- Reimagined the tedious EU car accident claim form as a friendly chatbot for a project with Cocoon experience
- Led the concept and UX design of Woorti, a public transport app to help researchers using gamification for the Motiv project

Novabase | Experience Design Consultant
Lisbon, Portugal | May 2013 - Oct 2015 (2 yrs 4 mo)

Led the concept and UX design of Oneride, an urban mobility app, and Wizzio a tablet banking app among other projects

Google | User Experience Research Intern
Mountain View, United States | Jun 2012 - Sept 2012 (3 mo)
- Conducted a benchmarking study for Google+ Photos
- Periodic usability testing of early prototypes of Google+ Events