

ADIT GUPTA

– Product Designer –

WORK EXPERIENCE

Nov 2015 - Present Bangalore, India	Flipkart Senior Product Designer	e-Commerce
	<ul style="list-style-type: none">• Design owner for crucial experiences like cart, checkout and payments for mobile and web apps which process more than 1 million orders each day.• Designed the Search, Product details and Recommendation experience for the web with the best conversions till date.• Currently leading design for the 'Groceries' category launch.• Introduced a modular design language across all our platforms.• Helped recruit, set processes and train the team in prototyping.	
July 2014 - Nov 2015 Mumbai, India	Housing.com Lead Designer	Online Realty
	<ul style="list-style-type: none">• Responsible for the online rentals experience (~6M users)• Drove 2x conversions through the 'Photostory' experience• Created multiple India-specific experiences like exploring homes on maps, locality guides, and Flatmate search• Helped recruit and grow the team by 4x in a year.	
Jun 2013 - July 2014 Bangalore, India	Ricoh Innovations Pvt Ltd. Designer	R&D
	<ul style="list-style-type: none">• Designed Ocutag Snap - a Q&A mobile app powered by an image recognition platform (Ricoh Visual Search)• Helped pivot the product from a purely image search app to an activity centered social network.	
May 2011 - Jun 2013 Menlo Park, CA	Ricoh Innovations Inc. Engineering Intern	R&D
	<ul style="list-style-type: none">• Helped build BookSnap - An image search based learning platform. Launched a mobile prototype at college campuses.• Developed activity feeds, gamification, groups and conversations for the app and tested them with students.	

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EDUCATION

2009 - 2013 **Indian Institute of Technology, Gandhinagar**
Major - B.Tech. Chemical Engineering (GPA 8.19/10)
Minor - Computer Science

CAPSTONE PROJECT

2012- 2013 **Blind Accessible Smartphone Keyboards**

- Conducted usability experiments at the Blind People's Assoc., India to identify problems with current accessible keyboards.
- Published a paper with findings and better design strategies for the Indian blind demographic.

PATENT & PUBLICATION

Sep 2013 **Asia-Pacific CHI'13 Short Paper**
"Objective comparisons between exploration & gesture based touch typing keyboards for the blind" Gupta A.; Balram N.

Oct 2011 **U.S. Patent 8892595**
"Generating a discussion group in a Social Network based on similar source materials with visual search" J. Graham; A. Gupta; T. Bailleoul. Granted in Nov 2014.

AWARDS & RECOGNITIONS

Mar 2015 MailChimp Design Scholar at 99u conference (NYC).

2015 Winner of 'BOLT - Design Hackathon'

Aug 2013 Institute Director's Silver Medal for all-round performance.

Aug 2013 Institute Medal for Outstanding Innovation.

2012 - 2013 Dean's List for academic excellence.