

# ADIT GUPTA

– Product Designer –

## WORK EXPERIENCE

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

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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 on the 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.