

# Adit Gupta

aditsgupta@gmail.com

## WORK EXPERIENCE

Jun'17 - Present

*Bangalore, India*

### Lead Designer

Flipkart

- Grew the current team by 2x & helping mentor them
- Leading design for our core Search, Discovery & Navigation experiences across all our platforms
- Leading design for new business launches

Nov'15 - Jun'17

*Bangalore, India*

### Senior Designer

Flipkart

- Designed crucial experiences like checkout and payments with more than 1 million orders each day
- Redesigned the website with a new design language

Jul'14 - Nov'15

*Mumbai, India*

### Product Designer

Housing.com

- Responsible for the rentals experience (~6M MAU)
- Created India-specific experiences like maps browse, Photostories, locality guides, and Flatmate search

Jun'13 - Jul'14

*Bangalore, India*

### Product Designer

Ricoh Innovations Inc

Designed visual search / AR apps for mobile devices in a Japanese R&D lab in Bangalore

May'11 - Jun'13

*Menlo Park, CA*

### Design & Development intern

Ricoh Innovations Inc

Built apps which connected students with course material, Q&As and Groups via image search

## EDUCATION

2009 -2013	<b>Indian Institute of Technology,Gandhinagar</b> B.Tech. (GPA 8.9) Chem Engineering & Computer Science (minor)
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## CAPSTONE PROJECT

2012- 2013	<b>Mobile Accessible Keyboards</b>
<i>Capstone project</i>	Blind People's Association, Ahmedabad Usability experiments to identify problems with keyboards like BrailleTouch and Android Talkback for the visually impaired in India.

## PUBLICATIONS

Sep'13	<b>Asia-Pacific CHI'13 Short Paper</b> Adit Gupta and Dr. Nikhil Balram. "Objective comparisons between exploration & gesture based touch typing keyboards for the blind"
Nov'14	<b>U.S. Patent 8892595</b> Jamey Graham, Adit Gupta and Timothee Bailleoul. "Generating a discussion group in a Social Network based on similar source materials with visual search"

## AWARDS & RECOGNITION

Aug 2017	Flipkart employee award for relentless execution
Mar 2015	MailChimp Design Scholar at 99u conference (NYC).
Aug 2013	Institute Director's medal for outstanding innovation
Aug 2013	Institute Silver medal for overall performance
2012 - 2013	Dean's List for academic excellence.

## SIDE PROJECTS

2017

### **Bicycle AI**

AI powered suggestions to make sales and support more efficient. (YC' W17 enterprise startup)

2015

### **Qwick**

Collaboration on screenshot feedback for teams (iOS)

Read more →

2014

### **Skim**

Curated adventures in your city

Skim's iOS app was featured by the App store in their travel section for 8 weeks because of it's design

Read more →

2012

### **Ahmedabad Zero-litter design challenge**

Designed solutions for Ahmedabad city litter problems in collaboration with the municipal corportation

Read more →