

Adit Gupta

Designer & Maker
aditsgupta.com

Work Experience

May'18 - present

Bangalore, India

Design Lead - Global rider studio

Uber

- Presently, I lead the design for **Uber Bus** - a daily, affordable option for work commute. It has become an essential for affordable mobility in emerging markets like Ukraine, Egypt and Mexico today.
- Built the Bus rider apps, Driver app & Business dashboards
- Designed Uber's rider app for the web live at **m.Uber.com** - A PWA that scales across all desktop & mobile web browsers with seamless handoffs to your apps.

Jun'17 - May'18

Bangalore, India

Design Lead

Flipkart (*India's largest e-commerce player*)

- Hiring, mentoring and directing a nimble design team.
- Leading core Search, Discovery & Navigation user experiences across all our platforms
- Led design for new business launches like Supermart

Nov'15 - Jun'17

Bangalore, India

Senior Designer

Flipkart (*India's largest e-commerce player*)

- Designed crucial experiences like checkout and payments with more than 12 Million orders each month
- Redesigned the website with a new design language

Jul'14 - Nov'15

Mumbai, India

Product Designer

Housing.com

- Responsible for the core rentals experience (~6M MAU)
- Helped design and launch new verticals like Flatmates

Jun'13 - Jul'14 <i>Bangalore, India</i>	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 <i>Menlo Park, CA</i>	Intern designer & Mobile developer Ricoh Innovations Inc Built mobile web apps on our core Visual search platform

Education

2009 -2013 <i>BPA, Ahmedabad</i>	Indian Institute of Technology, Gandhinagar B.Tech. (GPA 8.9) Chem Engineering & Computer Science (minor)
2012- 2013 <i>BPA, Ahmedabad</i>	Mobile Accessible Keyboards Capstone project Usability experiments to identify problems with accessibility technologies like BrailleTouch and Android Talkback for the visually impaired in India.

Publications

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

Skills

Design	Figma, Sketch, Photoshop, Adobe XD
Prototype	XCode, Principal, Pixate
Code	SwiftUI/Swift, HTML, CSS, JS, SQL, Python (Basics)

Awards & Recognition

Aug 2017	Flipkart 'Swiss Army Knife' award for execution & impact
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.