Niranjan Gupta

UX/UI Designer

Contact

+91-8860798827

niranjangupta.jun3@gmail.com

https://dribbble.com/niran_jan

Skills

Design

UX/UI Design, Product Design, Branding and Graphic Design

Research

Persona Mapping, User Interview, Qualitative Analysis and Usability Testing.

Tools

Sketch, Figma, Invision, Balsamiq, Photoshop and Illustrator

Development

HTML, CSS, Javascript, Ruby on Rails and Flask

Education

B.Tech, Computer Science
Guru Nanak Dev University
April 2009 - April 2013, Amritsar

Certification

Certificate of Membership
The Interaction Design Foundation
Sep 2018 – Present, License 40783

Experience

Elucidata - UX/UI Designer
Biotech | February 2017 - Present, New Delhi

Designed the first version of the product which enables scientist to identify probable drug target faster. Conducted user interviews, synthesised findings into User Personas, visualised User Flows and Information Architecture. Designed and validated multiple iterations of the product. Also conceptualized and designed the Identity for the company, designed the website reflecting the new identity and did Front End Engineering for the same.

Led the effort to design visual language of the product and graphic design for the website.

Surgge - Founding member & UX/UI Designer
Ad Tech | November 2015 - February 2017, Gurugram

Led the Design and Front End Engineering efforts for the SaaS product used by publishers and marketers. Worked closely with our founders and paying customers to improve the experience of product. Did A/B testing of UI with customers to increase registration and increase ticket size.

bhane - Front End Engineer
Fashion | April 2015 - November 2015, Faridabad

Improved checkout experience and increased the conversion rate ~3x by testing and designing various iterations of it. Fixed obvious design challenges. Made the whole website responsive and made experience consistent across devices. Worked on several features for bhane website e.g. Infinite scroll, search, filter, guest checkout and "save for later".

Akosha/Onedirect - Associate Designer
Consumer | Aug 2013 - April 2015, New Delhi

Was responsible for all Front End Engineering projects for Akosha and Onedirect. Designed mobile website for Akosha working with Lead Designer. Collaborated with Product Manager, Marketing Lead and Senior Designer to design Conversocial (Social media monitoring) product.

Designed various landing pages, marketing collaterals and graphics for the products.