Gaurav Borra

Product Designer

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Summary

A result oriented Designer who has a strong sense of urgency and a genuine love and passion for creative designing. Always aim at solving the problem through data driven aproach resulting in better user experiences.
I can take an idea to concept to wireframe to prototype to development.

Work Experience

Snapdeal
April 2019 - Present

Senior Product Designer

As a Product Designer at Snapdeal, I am helping the growth and Product Management to solve the problems. I am responsible for taking product features from problem identification to high fidelity specifications. I work closely with our researchers to identify user needs and validate prototypes, while also aiding our development team to implement our designs.

Scicomm.in
Sep 2017 - Sep 2018

Creative Art Director

As a Design Head at Scicomm, I did a complete revamp of their visual identity. I created their Brand Identity and defined their design styles & guides which included their Brand Logo, website design, printables etc. It helped the brand to drive new business and create a brand awareness.

Paytm
April 2015 -Sep 2017

Creative Designer

As a Creative Designer, i was leading the design team in making visual designs for special marketing campaigns through designing banners, Illustrations, web designs and social media posts. I also did their classic iconography.

Education

GGSIPU
2010 -2014

B.Tech, Computer Science

Learned software life cycle including need of requirement gathering techniques such as research, brainstorming, prototyping, development and testing.

CBSE
2009

Intermediate , 10+2

Passed Intermediate as a science student from ASN Senior Secondary School.

CBSE
2007

High School

Passed high school from ASN Senior Secondary School.

Awards

Winner
2020

Snap-a-thon

Won annual product development competition at Snapdeal as the product designer in a team of six.
We presented a solution to a problem of accesibility within our user base in the form of a voice assistant for e-commerce

Skills

User Interface Design
Interaction Design
Wireframing
Visual Design
Prototyping
User Research
Design Thinking
Animation
Illustrations
Typography
HTML
CSS
Java Script

Tools

Figma
Sketch App
Invison
Adobe XD
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Premiere Pro
Adobe Indesign
Zeplin
Abstract
Visual Studio

Portfolio

behance.net/gauravborra
gauravborra.com