

Gaurav Borra

Product Designer

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Summary

I bring a unique perspective to the design process. My skills are centered around human-computer interactions, allow me to create delightful experiences that solve complex problems through a data-driven approach.
I can take an idea to concept to wireframe to prototype to development.

Work Experience

Classplus

Feb 2022 - Present

Senior Product Designer

Classplus is a ed-tech company working on B2B model which have an extensive products.As a product designer, my role here is to make product's better in users experience so that our users (educators) can focus on teaching and we handle the rest. Along with that i also help my team to streamline process to reduce time & effort.

Snapdeal

April 2019 - Jan 2022

Senior Product Designer

As a Product Designer at Snapdeal, I am helping the growth & 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

Head of Design

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

Portfolio

behance.net/gauravborra
gauravborra.com

Skills

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

Tools

- Figma
- Sketch App
- Invision
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro
- Adobe Indesign
- Zeplin
- Abstract