

Siddharth Gupta

PRODUCT & UX DESIGN

sidgux.github.io
s.gupta13@gmail.com
(404)-386-0280

I love working with passionate people, building simple, elegant products that delight users.

Bloomberg LP

User Experience Designer

July 2012 - Present

I work on the Bloomberg Terminal infrastructure and framework design team. I've redesigned search, improved discoverability, and increased consistency across applications on the terminal.

OpenStudy.com

Lead Designer

Oct 2009 - May 2012

As the only designer in an education technology startup, I helped grow the product from zero to over 150,000 users from over 2000 schools and 150 countries.

Ingenuity Systems Ltd

User Experience Design Internship

Summer 2008

Ingenuity develops software to help researchers model and analyze complex bio-chemical systems. I improved the new-user experience and designed plug-in integration.

Infosys Technologies Ltd

User Interface Designer

Summer 2008

I did Interaction design and usability analysis for an interdisciplinary Communication Design Group at Infosys, which consulted for various internal teams and international clients.

Education

MSHCI

Georgia Institute of
Technology
2009

Bachelor of Design
Indian Institute of
Technology, Guwahati
2006

Skills

Qualitative Research
Contextual Inquiry
Interviewing
Usability Testing
Interaction Design
Visual Design
Prototyping

Photoshop
Illustrator
Sketch
Omnigraffle
HTML5
CSS3
Javascript