

# Siddharth Gupta

## PRODUCT & UX DESIGN

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

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### **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**

July 2006 - June 2007

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