# 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 various 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**
**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 - Jun 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
Information Arch.
Interaction Design
Visual Design
Prototyping

Photoshop
Illustrator
Sketch
Omnigraffle
HTML5
CSS3
Javascript