

# PRANSHRI GUPTA

Hi! I am a highly motivated content designer with 4+ years of experience. I enjoy building high-value consumer experiences through user research, design, and clear, user-focused content. Outside work, I am a voracious reader with a penchant for community volunteering.

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## Education

**Bachelor of Design, 2020**  
Major: Fashion Communication  
Institute: National Institute of Fashion Technology (NIFT)  
CGPA: 8.95

## Skills

- UX writing
- Content design
- Microcopy
- Content marketing
- Prototyping
- Usability testing
- SEO optimization
- Copy & content Writing
- Graphic design
- Data analysis
- Quantitative research
- User experience research
- User persona mapping
- Conversation design
- Information architecture
- Language analysis

## Work Experience

### CARS24 Pvt. Ltd.

Feb 2025 – Present

#### Lead UX Writer

- Led **10+ cross-functional UX writing initiatives within the B2B domain across 3 different apps**, including conversation design for chatbot, optimizing onboarding experience, feature launches and more.
- **Co-created content system guidelines** by standardizing industry terminology across 3 CARS24 apps through user research & language analysis of target users.
- **Collaborated with a 45+ team of product designers, UX researchers, and product managers** throughout the product lifecycle—from problem-defining & use-case discovery to delivering user-centred microcopies.
- Conducted **bi-weekly UX content audits across 20+ app flows** to maintain tone consistency and identify content friction points.

### Reliance Retail - AJIO

Nov 2023 – Jan 2025

#### Assistant Manager - Content Strategist

- Led **trend research, content design and wireframing** for the womenswear page of AJIO, Reliance Group's fastest-growing e-tail platform.
- **Forecasted user buying behaviour & seasonal trends** to design and implement content strategy for workwear & ethnicwear storefronts, leading to a **10% rise in app impressions** & a collab between AJIO & Netflix original, Heeramandi.
- Envisioned **content design for AJIOxHeeramandi** brand campaign, generating 100,000+ impressions across social media.
- **Monitored voice & tone consistency** across 5+ storefronts & editorials within app.

### xOne AI

May 2024 - Jan 2025

#### Lead UX Writer (Freelance)

- Led end-to-end **UX writing for xOne's rebranding exercise** across app & desktop. This also required creating its **first content guidelines to standardize brand tone**.
- Improved the app experience through clear and engaging microcopies and user flow, resulting in a **20% increase in app downloads post-rebrand**.
- Directed the content team of 2 through **app feature launches, UX content audits, marketing campaigns & blog posts** while ensuring consistency across all platforms.

### Arvind Fashions Limited

Oct 2021 - Nov 2023

#### Senior Content Planner

- Strategised **content, creative direction, & wireframing** for premium brands like **Arrow, U.S. Polo Assn & Sephora India** for the official Arvind e-tail, NNNOW.
- As a part of a 30-member specialised team, **launched premium beauty brands—Rare Beauty, Dior, NARS—in India**, generating 100k+ site impressions.
- Delivered **content research, copywriting, A+ requirements, emailers, GTM, SEO blogs, Ads** and other web content requirements to improve product discoverability.

## Work Experience (contd.)

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### Jaipur Rugs Corporation

Sep 2020 - Oct 2021

Senior Executive - Graphic Designer

- **Led corporate brand-building exercise** through market research and creation of **brand content and visual guidelines**. Also, presented these trend forecasts org-wide to drive monthly sales & marketing initiatives.
- **Managed end-to-end visual communication** across diverse channels—including retail, sales, email, website UI, print/packaging, campaign assets, and social media—for **3 global markets (India, Middle East, and Italy)**.
- **Partnered with the 50+ grassroots craftsmen** to help them achieve their SDG goals while **documenting their stories as visual narratives to create a human library** & improve brand authenticity.

## Projects / Volunteer Experience

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### National Institute of Fashion Technology (NIFT)

Apr 2025 onwards

Guest Lecturer

Conducted recurring expert sessions at NIFT on content design, UX writing, & usability heuristics, contributing to industry-academia knowledge exchange for a class of 25 students.

### World Economic Forum (WEF)

Oct 2024 - Present

Global Shaper - Bengaluru hub

- The Global Shapers community—an initiative of the WEF—is a global network of volunteers driving **local hub projects focused on community empowerment**.
- Supported the Gender & Livelihoods program by **creating content and user flows for a circular e-network connecting 25+ NGOs, 10+ funders, and 50+ volunteers**.
- **Currently coordinating a city-wide book drive to set up 3+ mini libraries for underprivileged children** in collaboration with brands like Third Wave and WeWork.

Aug 2020 - Nov 2021

### Fashion Revolution India (FR) x British Council

Craft Researcher Volunteer

- Volunteered with Fashion Revolution, a global non-profit movement, to craft social media content on sustainability.
- **Served as a primary researcher for FR's annual report titled, 'Reimagining the Craft Economy Post Covid-19'** to drive policy changes across the Indian Government for fostering the growth & protection of age-old handicrafts. **The 65-page report includes interviews of 12+ NGOs and dignitaries & was published by the British Council.**

### Craft Cluster Initiative—Ministry Of Textiles, Govt. of India

Aug 2018 - Aug 2019

Craft Researcher

- Documented and published a report on a craft cluster of 100+ GI-tagged lacquerware artisans in Benaras as part of academic research.