



Rishab Gupta

Product Designer

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[Behance](#)

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Education

Bachelor of Design | Delhi Technological University

Aug 2021 – May 2025

Specialization in Interaction Design

Experience

Xloud Technologies | UI-UX Designer + Graphic Designer

Oct, 2023 – Present

- Developed 15+ graphic components, various icons and illustrations, resulting in a 25% improvement in visual engagement.
- Established a design system and company design guidelines reducing design inconsistencies by 70% and streamlining the development process.
- Led the design for Xloud web and mobile sites from inception, ensuring consistency and improving the company's online presence by 60%.
- Collaborated closely with the CMO and engineering team to align design strategies, increase effectiveness by 50%.
- Part of core team in organizing marketing events, creating compelling graphic content that led to a 30% increase in event attendance and engagement.

4 Week Internship Program DTU

May, 2022

- Gained valuable insights into relevant industry practices and essential skills and industry knowledge.
- Worked with professionals in the industry, learned from their experiences.

Adobe UX Foundation Learning Journey Certification

July, 2022

- Learned user-centered design principles, information architecture, and usability testing.
- Proficient in Adobe XD with hands-on experience creating intuitive interfaces.

Foundations of User Experience Design course

June, 2022

- Acquired expertise in creating user-friendly interfaces, enhancing problem-solving abilities, and fostering a user-centric mindset.

Projects

Trilux Enterprise | Amplifying brand impact by UX/UI | [Link](#)

- Development of a comprehensive enterprise-grade solution, prioritizing scalability and efficiency for large-scale operations.
- Conducting extensive user research and usability testing to refine the interface and cultivate an environment of trust, reliability, and intuitive interaction.

Ofolia | E-Commerce Website Project | [Link](#)

- Designed an intuitive e-commerce website for an online flower shop, focusing on user experience and sales growth.
- Implemented key features including responsive design, product filtering, Wishlist functionality, and delivery scheduling, resulting in increased user engagement and sales conversions.

Skills

Design

- Product Design
- User Interface Design
- User Experience Design
- Design Systems
- Wireframing
- Design Thinking
- Mobile App Design
- Color Theory
- Typography
- Web Design
- Prototyping
- UX/UI
- Information Architecture

Software

- Figma
- Adobe Illustrator
- Adobe CC
- Framer
- Indesign
- Protopie

Research

- User Research
- Personas & Surveys
- Affinity Mapping
- A/B Testing
- Product Strategy
- Business Acumen

Position Of Responsibility

- Co-Head | Cultural Council | Nov 2021 – Jan 2024**
- Student Co-Ordinator | 4 WIP DTU | Jun 2022 – Jul 2022**