

Sapna Gupta

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ABOUT

Product Designer with 3+ years of experience crafting high-fidelity wireframes and prototypes from scratch for early-stage startups, turning their ideas into compelling visual realities. **Interested in Web design, Product design and UI/UX roles.**

WORK EXPERIENCE

Product Designer

May 2024 – Present

Stupa Sports Analytics

Gurugram, India

- **Developing a comprehensive Tournament Management System (TMS)** for racquet sports, streamlining event management for admins, organizers, and players with features like event creation and player registration.
- **Building a user-centric sports OTT platform** that delivers an immersive viewing experience, enhancing user engagement through interactive features and personalized content recommendations.
- **Designing a real-time scoring app** for referees and umpires, accurately recording match scores during live events, and integrating it with the OTT platform for immediate viewer updates.

Co-Founder, Product Designer

August 2023 – Present

CornStarch Studio

Delhi, India

- As a Product Designer and co-founder at Cornstarch, I have led diverse projects, including **portfolio sites, e-commerce platforms, health tech apps, bug tracking systems, and AI chatbots**. Proficient in **Figma** for intuitive UI design, I also leverage **HTML and CSS** to convert designs into functional applications, ensuring alignment with usability and accessibility best practices while prioritizing client satisfaction.

Product Designer

December 2022 – August 2023

Five Minutes

Chennai, India

- Designed user-centric solutions for the **healthcare industry focused on patient management system** and helped build a **Community Platform for Healthcare Professionals**, addressing critical pain points.
- **Link**

PREVIOUS EXPERIENCE

Project Co-ordinator

May 2022 – October 2022

Sensations Marcomm

Noida, India

Media Manager

December 2021 – May 2022

QuillDB Studios

Delhi, India

EDUCATION

Product Design Fellowship

June 2022 – October 2022

NextLeap

Remote

- Relevant Coursework: Human Centric Design, User Research, Wireframing and Prototyping
- **Grad Project Link**

Bachelor of Architecture

2016 – 2021

Dr. APJ Abdul Kalam Technical University

Gr. Noida, India

- Relevant Coursework: : Architecture and Town Planning.

DESIGN SKILLS

Design Tools: Figma, Balsamiq, Miro, Adobe Creative Suite, Generative AI, No-code Platforms - (Framer, Webflow), Wordpress, Shopify

Programming Languages: HTML5, CSS3

Programming Tools and Others: GitHub, Jira