

# Ever wonder why we tap, swipe, click, like clockwork sheep?

Are we rational beings or just puppets of pixels? That's the question that keeps me up past bedtime, fueled by curiosity and design dreams.

My name is Sapna Gupta, an architect turned product designer. I don't just build buildings, I build user stories, brick by brick, tap by tap. Every interface whispers a tale, and I'm the empath with a magnifying glass, unearthing hidden needs and crafting solutions sharper than a Swiss army pixel.

So let us collaborate, not in pixels and code, but in the raw language of feeling. Let us build the foundation of digital interactions with stories that linger, leaving their mark long after the screen fades.

## Skills

— Figma (Design Software) — Framer (No-Code Dev) — User Experience Design  
— UX Research — Design Thinking — Rapid Prototyping

## Employment History

### Product Designer at Five Minutes, Remote

December 2022 — July 2023

At Five Minutes, I designed user-centric solutions for the healthcare and medical industries, focusing on tackling patient management system challenges. I leveraged design thinking to create visually appealing and intuitive interfaces that addressed user pain points.

### Project Co-ordinator at Sensations Marcomm, Noida

June 2022 — August 2022

At Sensations, I led the design and execution of all exhibition booths for US operations. I meticulously ensured each booth adhered to client specifications, delivering a visually compelling and flawless final product.

### Content Media Manager at QuillDB Studios, Delhi

January 2022 — May 2022

At QuillDB, I spearheaded a multi-faceted content creation role, encompassing graphic design, illustration, copywriting, social media management, and content strategy across various platforms.

## Projects

## Increasing EatSure's MAUs | Introducing a new feature

October 2023 — Present

**Increasing EatSure's MAUs through a new feature:** Launching a home-cooked meal service targeting busy professionals seeking healthier options.

**Market & UX Research:** Conducted analysis to identify gaps and user preferences, informing product development and marketing strategies.

**Building an MVP with future scope:** Designing a user-friendly interface and implementing a robust meal delivery system, establishing a foundation for future growth.

Check out the problem validation and market analysis [here](#).

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## Penpal | Design and Development

March 2024 — March 2024

**PenPal** is a mobile-first web app designed to be your go-to tool for capturing and organizing your thoughts, ideas, and to-do lists. It offers a simple and intuitive interface, making it easy to keep track of everything on the go.

To learn more, check out this [link](#).

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## HealHive | Product Design

December 2022 — February 2023

**Forum (WebApp):** It is an all-in-one forum platform for doctors, healthcare professionals, students, and healthcare allies. The app allows users to join channels, discuss healthcare issues, share new studies, and learn about technological updates in the medical community.

**Site Management Tool:** Designed a dashboard-style site management tool. User: Super Admin, Admin.

Check out the app documentation [here](#).

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## Courses & Certifications

### Product Management Fellowship, NextLeap

March 2023 — July 2023

### Product Design Fellowship, NextLeap

June 2022 — October 2022

### Bachelor of Architecture, AIT - School of Architecture and Planning

August 2016 — August 2021

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## Links

[LinkedIn](#)

[Design Studio](#)

[GitHub](#)

[Twitter](#)