

Swapnil Gupta

Product Design Leader / UX Architect

Also, AI & Tech Enthusiast and a Hobbyist programmer

From the last 3.5 years, I am leading the design of AI products for multiple product areas in our organization. We recently designed SFT, RLHF and audio annotation tools for LLMs/Gen AI apps, and the project and workflow management tools to support the annotation apps. Also, I have been working extensively on 3D and 2D data annotation tools for AV and CV use-cases to train AI models. I have helped in growing the design team over the years to support various products.

Apart from improving the UX and productivity of annotators and experts, the design initiatives have helped solve customer problems and provided support for product demos for clients. The quality work by the design team has assisted in winning multi-million dollar deals from clients like Meta, Nvidia, Samsung, SHM (Sony Honda Mobility), Rivian, and others.

At present, I am leading the unification of UX of various products under the TELUS ecosystem and driving design initiatives to create a centralised product for project and operations management for key accounts.

I have also carried out design hiring to help setup a team of designers for various pods in the organization and mentored and provided design feedback to help them grow to lead their respective pods overtime. I have excellent ability to provide critical design feedback that raises the quality of design and at the same time optimizes for scope and developer productivity. Through data synthesis and insightful analysis, I bring clarity and structure to the product development process.

Since getting into the AI industry, I have been continuously learning about how this technology works and its applications.

I have a total of **8.5+ years** experience in the conception and design of digital products and as a UX consultant for Enterprise products in AI tools, Healthcare, Corporate Travel, API marketplace, Business Intelligence, Chat bot, Engineering Simulation software and more. I like working at the intersection of design, business and technology. Love to work on challenging and complex problems with a motivated and talented team who is passionate about delivering exceptional user and customer experience. **I am a very creative person and love to work on building innovative products.**

I am also a hobbyist coder. I learn React and Javascript in my free time. Have done a few course projects. I also like storytelling and game development. Have done a few personal game projects on Unity and Godot.

Experience

Principal Product Designer, TELUS AI Data Solutions

Sep 2021 onwards (Playment, YC batch 2017, acquired)

- Designing data tools to support Gen AI models and applications.
 - SFT and RLHS tools for data support.
 - Project and workflow management tools for project and operations management.
 - Audio annotation tool
- Design management and Interaction Design for Data annotation tools
 - Design for 3D LiDAR based tool, 2D Vector image/video tool, Image and Video semantic segmentation tool
 - Aggregate point cloud (APC) implementation, Video SemSeg Quality tool, other productivity improvements.
 - Sequential PCS Quality evaluation tool design.
 - Sequential semantic segmentation to handle annotations for video tasks.
 - Grid view feature to improve productivity of Quality Analysts.
 - Timeline UX improvements
 - Linking of Parent-Child classes



Design Portfolio

Male, 35 yrs

swapnil4972@gmail.com



LinkedIn

Education

Master of Design (UX), **IIT Kanpur**
(2014-16)

B.E. (Hons.) Mechanical, **BITS Pilani**
(2008-12)

Design & Product Skills

Product & UX strategy
Design research
Providing clarity and structure
Problem solving
Writing concise and good PRDs
UX Architecture
Design Management
Design Workshops
Competitive analysis & Benchmarking
Defining Value proposition
Enabling developer productivity
Systems thinking
User Journey Mapping
LEAN UX
Interaction design
Prototyping
UI design
Data Visualization
Micro-interactions
Design System

Tech Skills

AI/Gen AI /LLMs /Agentic AI
React
MERN stack
Game dev: Unity / Godot

Interests & Hobbies

Storytelling & movies
Game Design & Development - Unity
React, D3, MERN stack
Data Visualization
2D Motion graphics
Playing the guitar

Senior Product Designer, Twin Health | Oct 2020 to Mar 2021

- Building mobile app for Doctors to monitor and reverse diabetes for patients and redesigning doctor experience for the web application.
- Tele-consultation, patient profile evaluation, prescription, monitoring, escalation and other use-cases.

Associate UX Architect / Senior Interaction Designer, PeepalDesign | Aug 2017 to Sep 2020

Client: SAP

- SAP - Redesign of SAP API Business hub to improve search, discoverability, and representation of API content.

Client: TRAFORM

- Corporate travel management for multi-city travel and expense management

Client: Racetrack.ai , Bharti AXA

- Design of a conversational search interface based on AI to provide assistance to insurance agents.
- UX improvements in chatbot for real estate

Client: Philips Healthworks

- UX Support for NxGen Software for Diagnostic Imaging
- Design of a Multi-modal Chatbot for Service Assistance and creation of Content Authoring Kit
- UX support for ECareCompanion(ECC) digital tool for Population health management. Design of Video conferencing UI for Patient and Clinician interaction
- Secondary research for building guidelines and platform for localization of products across philips businesses
- POC - Developing an Emotions sensing UI prototype using Affdex and Unity to detect emotions of children

Client: Convergent Data Science

- Business Intelligence tool for Automobile Dealership Industry for CEO, Sales head and Sales managers

Other work

- Employee Onboarding: Experience map and Service Design Blueprint of Employee onboarding through focus groups and research interviews
- MobE - Design of Ethnographic tool for conducting remote diary studies

Lead UI Designer, Infosys Digital | Jul 2016 to Aug 2017

- BSH (Bosch Siemens Hausgerate): Digital Application for Sales and Marketing Professionals for appliances
- Boston Scientific (POC): Mobile application for monitoring heart data and critical episodes
- Banking Practice Portal: Design of Internal Banking practice portal
- POC: AR use cases in retail sector and in assistance of service personnel in Industrial plants

Online Courses

- Deeplearning AI courses | By Andrew Ng
- LLM engineering | Ed Donner (Udemy)
- AI course: Agentic AI, Gen AI, RL | By SuperDataScience Team (Udemy)
- Complete C# Unity Developer 2D | By Ben Tristem & Rick Davidson (Udemy)
- React - The Complete Guide | By Maximilian Schwarzmuller | (Udemy)
- Microservices with Node JS | By Stepher Grider (Udemy)
- Angular and NodeJS - The MEAN Stack Guide | By Maximilian Schwarzmuller (Udemy)
- Web developer Bootcamp Online | By Colt Steel (Udemy)