

Nishant Gupta

Product Designer

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SUMMARY

Senior Product Designer with 7+ years of experience crafting user-centric digital experiences. My biggest career achievement includes leading WhiteHat Jr’s teacher dashboard redesign, which reduced support tickets by 22% and automated 22,000+ queries annually.

EDUCATION

Bachelor of Design (B.Des.) in Communication Design

NIFT, New Delhi

Aug 2013 -May 2017

COURSES

Certified Usability Analyst (CUA)®
Human Factors International (HFI)

Aug 2022

SKILLS

User Experience & Research

- UX Research (User Interviews, Surveys, Usability Testing)
- Information Architecture & Wireframing
- Persona Development & Empathy Mapping
- Interaction Design & Prototyping

Visual & UI Design

- UI Design & Design Systems
- Typography & Color Theory
- Responsive & Mobile-First Design

Tools & Technologies

- Figma, Sketch, Adobe XD
- Photoshop, Illustrator, After Effects (for marketing & motion design)
- Miro, Notion, Jira
- Mixpanel, Google Analytics, Hotjar

Collaboration & Strategy

- Cross-functional Team Collaboration
- Agile & Design Thinking
- Product Strategy & User-Centered Design

AWARDS & RECOGNITION

Passion for Problem-solving

Awarded at DeHaat

Mar 2024

WORK EXPERIENCE

Product Designer-2

DeHaat (Agritech)

Jun 2022-Feb 2025

- Led the experience design for a hyperlocal delivery platform, improving accessibility to quality inputs for Indian farmers.
- Designed a field agent app, streamlining order fulfillment and logistics for agritech operations.
- Conducted extensive UX research, including user interviews and field studies, to enhance product usability.
- Optimized workflows and interfaces, improving efficiency for agents and reducing operational bottlenecks.

Senior Product Designer

WhitehatJr (Edtech)

Sep 2020-May 2022

- Led the redesign of the teacher dashboard, making it intuitive for new teachers and reducing support tickets by 22%.
- Automated 22,000+ support queries annually, saving ₹1.5 crore through improved self-service solutions.
- Revamped the Parent App, enabling parents to track their child's progress, which improved app ratings from 3.8 to 4.3.
- Streamlined UI and interaction consistency, increasing user satisfaction by 25% and enhancing overall engagement.

Product Designer

Oxfordcaps (Realestate)

Aug 2019-Aug 2020

- Redesigned the student housing platform, improving the booking experience and increasing conversions
- Conducted UX research and streamlined user flows, enhancing engagement and reducing drop-offs.

UI/UX Designer

Markowate (Design Agency)

Feb 2019-Aug 2019

- Designed & optimized web & mobile experiences for multiple clients, enhancing user engagement and brand presence
- Collaborated with cross-functional teams to deliver user-centric solutions, improving usability and conversion rates.

UI/UX Designer

BazaarCart (Ecommerce)

Jun 2017-Jan 2019

- Redesigned the e-commerce platform, improving the user experience and streamlining the shopping journey.
- Enhanced UI consistency and navigation, leading to increased user engagement and higher conversion rates.

Design Intern

Urbancompany

Jan 2017-May 2017

- Designed marketing creatives, including social media ads, campaign visuals, video edits, magazines, newsletters, and emailers to enhance brand promotion and engagement.