

Bhroovi Gupta

Award-winning user-centric product designer passionate about precision, empathy & design thinking.

Experience: 4 Years (Most recent roles displayed)

bhroovi.com | 7857275938 | New York

bhroovigupta11@gmail.com

EXPERIENCE

WAYFAIR Product Design Team Member Jan 2024 - May 2024

- As a part of the BigCo Studio company collab at Cornell Tech, alongside MBAs, I created successful iterations of the Wayfair Supplier Dashboard leveraging expertise in feature design to ensure clear and intuitive user interfaces, resulting in a 1/3 increase in click rates. (details undisclosed due to NDA)

MICROSOFT Product Design Team Member Aug 2023 - Dec 2023

- As a part of the Product Studio company collab at Cornell Tech, along with a team of developers, I addressed a real-world challenge harnessing AI for accessibility and optimized user flow guided by founders ingrained in the New York City technology landscape. The team was able to achieve a 43% decrease in user error rates through thoughtful design iterations. (NDA)

NATIVE DIGITAL UI/UX Designer Jan 2022 - Jun 2023

- Collaborated with cross-functional teams to create user-centric experiences through exceptional attention to detail and synthesized feedback from stakeholders like Sheraton Hotels, Audible, Trademark, Virgin Mobile & NBKC.
- Streamlined component design process to reduce turnaround time by 22%.
- Won the AIGA Design Award for a digital project I led in the year 2022.

HALLMARK CARDS Visual Designer Jun - Dec 2022

- Led seasonal digital deliverables that contributed to marketing, visibility and sales on partner platforms namely CVS, Walgreens and other stores in the US.
- Managed multi-project deadlines in a fast-paced environment while maintaining quality standards and delivering impactful assets to developers for final launch.

BLACK BOOKS NETWORK UI/UX Designer Jan - Dec 2022

- Developed and rebranded web pages from concept to front end for a KU English Department alongside another designer, to increase user satisfaction.
- Conducted user research to gain insights into behaviors and pain points that informed design decisions and resulted in a 28% decrease in bounce rates.

WIX UI/UX Design Intern Jan - May 2021

- Redesigned the bookings website for Institute of Immigrant Concerns with a team, resulting in enhanced brand visibility and a 23% increase in completion rate.
- Partnered with stakeholders to produce a landing page for NYC-based Quip, demonstrating interactive storytelling & proficiency in UIUX design practices.

EDUCATION

NEW SCHOOL - PARSONS DESIGN

Dual Master's - Digital Product Design

CORNELL TECH, NEW YORK

Dual Master's - Business Technology

UNIVERSITY OF KANSAS

Bachelor's - Visual Comm (Minor: Entrepreneurship)

AWARDS

Webby Award

Addys (multiple)

AIGA Award (multiple)

D&AD New Blood Festival

World Brand Design Society

University Award 2022 (KU)

PRESS

PRINT Magazine (multiple)

Wix Blog (multiple)

Webguided

Design by Women

Founder Jar

Voyage Magazine

SKILLS

User Interface (UI)

User Experience (UX)

User Interviews

Experience strategy

Interaction design

Product Thinking

Information Architecture

Journey Mapping

Wireframing

Prototyping

Usability Testing

Storytelling

Design Systems

Interface Layout

A/B Testing

CMS experience

Accessibility

TOOLS

Adobe Creative Suite

After Effects

Figma

Sketch

HTML5

CSS3

Java Script

Balsamiq

Framer

Visio

Axure

Basecamp

Dreamweaver

Gamma.ai

Fireworks

Wix Studio

SEO