Bhroovi Gupta

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

Experience: 5 Years (Most recent roles displayed)
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EXPERIENCE

ROKU UX Product Designer   Sept 2024 - Current

Leading UX projects and initiatives in the Privacy & Trust space under AdTech majorly on OS (Roku TV, Players), Web (Roku Account) and Mobile (Roku Pay).

ONETERA UX Lead   Aug 2024 - Oct 2024

Redesigned a multi-paged website for the LA-based startup to adhere to the ever-changing requirements in the housing space for the State of California. Worked alongside a UX writer and Project Manager to create dev ready files for deployment to the developer during a 3 month long contract based project.

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 - 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.

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   PRESS

Webby Award	PRINT Magazine *(multiple)*
Addys *(multiple)*	Wix Blog *(multiple)*
AIGA Award *(multiple)*	Webguided
D&AD New Blood Festival	Design by Women
World Brand Design Society	Founder Jar
University Award 2022 *(KU)*	Voyage Magazine

SKILLS   TOOLS

User Interface (UI)	Adobe Creative Suite
User Experience (UX)	After Effects
User Interviews	Figma
Experience strategy	Sketch
Interaction design	HTML5
Product Thinking	CSS3
Information Architecture	Java Script
Journey Mapping	Balsamiq
Wireframing	Framer
Prototyping	Visio
Usability Testing	Axure
Storytelling	Basecamp
Design Systems	Dreamweaver
Interface Layout	Gamma.ai
A/B Testing	Fireworks
CMS experience	Wix Studio
Accessibility	SEO