

SARANSH GUPTA - UX Design Specialist

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EDUCATION

Indiana University - Luddy School of Informatics, Computing and Engineering	Indiana, USA
Master of Science in Applied Data Science with UX Design Specialization [3.90]	Aug 2024 - May 2025
Master of Science in Human-Computer Interaction [3.95]	Aug 2022 - May 2024
Manipal Academy of Higher Education - Manipal Institute of Technology	Karnataka, India
Bachelor of Technology in Computer Science and Engineering	Aug 2014 - May 2018

EXPERIENCE

User Experience Designer / Developer, Indiana University Aug 2022 - Present

- Led user-centered design and development of art-critiquing web applications, using Figma-based prototypes and iterative user feedback to foster meaningful class discussions and boost student peer critiques by 20%
- Conducted 10+ in-depth user interviews to identify classroom friction points, resulting in 24% increase in peer-to-peer critiques that elevated student participation and improved the quality of constructive feedback
- Created a real-time critique environment for 100+ student testers by developing React JS web app, validating the user interface (UI) through multiple usability tests, and improving collaborative feedback metrics in class

User Experience Researcher / Designer, Gravity Drive Sep 2023 - Apr 2024

- Drove user research across 5+ coworking spaces to refine booking flows and app integration, applying human factors principles to reduce cognitive load and improve task efficiency by 28%, shaping the product roadmap
- Collaborated with cross-functional stakeholders to define customer needs, create user personas, prioritize feature sets, and design optimized user flows and prototypes, resulting in a 23% boost in client engagement
- Managed end-to-end UX lifecycle (prototyping, usability testing, iteration), implementing features like room previews and community interaction tools that drove 31% increase in user satisfaction

Senior Product Engineer, Uniqode Inc. Aug 2020 - Jul 2022

- Initiated and implemented a lightweight Angular-based design system, enhancing user engagement by 12% through cohesive, user-friendly UI components focused on consistency, accessibility & effective communication
- Reduced design inconsistencies by standardizing reusable UI components and streamlining the development workflow, cutting overall development time by 40%
- Crafted optimized and captivating WordPress theme for Uniqode blog, leading to a 30% improvement in page load speed and a 24% increase in internal user redirection to the product store
- Headed cross-functional collaboration (marketing, engineering, design) to define A/B testing strategies, increasing site traffic and sign-ups by 10% while aligning product features with strategic business objectives

Frontend Engineer, Uniqode Inc. Aug 2018 - Jul 2020

- Directed technical marketing initiatives within an Agile development environment, leveraging heat maps and user behavior insights to create data-driven personas, resulting in a 26% increase in conversions
- Analyzed competitor strategies to optimize the user sign-up flow, cutting friction by 70% (click reduction) and increasing conversion rates by 27%
- Built a contactless COVID-19 self-declaration solution in under 2 weeks using QR code integration, reducing public health transmission risks in high-traffic areas demonstrating a strong work ethic
- Developed lead attribution system with Intercom, query parameters, & session management to track and convert anonymous website visitors, boosting lead attribution by 40% and automating conversions into paying customers

SKILLS

UX Research & Analysis: User Interviews, Usability Testing, Contextual Inquiry, Survey Design, A/B Testing, Card Sorting, Persona Development, Journey Mapping, Service Blueprinting, Heuristic Evaluations, Literature Review, Competitive Analysis, Speed Dating, Think-Aloud Protocols, Affinity Mapping

UX Design: Design Thinking, Wireframing, Sketching, Prototyping, Task Analysis, Information Architecture, Low-to High-Fidelity Prototyping, Design Systems, UI Component Libraries, Responsive Design, Accessibility (WCAG)

Technical & Development: HTML, CSS, JavaScript, XML, React, Angular, Node.js, Python, R, Git, Bootstrap, WordPress, Google Analytics, Google Optimize

Tools: Qualtrics, R Studio, Figma, Axure, Adobe XD, Photoshop, Prototipe

Leadership & Strategy: Stakeholder Communication, Cross-Functional Collaboration, Critical Thinking & Problem Solving, Leadership & Initiative, Strategic Product Planning, Decision-Making, Change Management, UX Strategy