Surbhi Gupta

Senior UX Designer

⬀ **Link to Portfolio**

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Skills

Product Design, UX & UI Design, Data Analytics, Data Visualisation, User Research, User Journey, Usability Testing, Design Thinking, Problem Solving, Strategic thinking & Systems Design, Stakeholder management, Wireframing & Prototyping, Service Design, Heuristic Evaluation, Conversation Design, Interaction & Visual Design, Branding, 2D Animation, 3D Design & Rendering

Tools

Figma, Adobe XD, Power BI, Tableau, Sketch, Invision, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Crazy Egg, Miro, Notion, Wordpress, Framer, Midjourney, Spline 3D, Pictory.ai, Firefly.

Work Experience   *(6 years)*

Larsen & Toubro- LTIMindtree (Sr. UX Designer)   *(Jul 2022–Present)*

1. Ad-Tech Media Campaign Management Site for Global FMCG Brand
- Conducted and structured UX research efforts, taking data-driven decisions to redesign a complex media campaign services portal, which strengthened brand planning by 25%.
- Created experiences for strategic and campaign planning along with recrafting information design; reducing assessment load by 60% through strategic thinking, problem solving, UX design processes.
- Simplified and restructured the track, devising an 65% faster navigation and reducing learning curve.
- Fostered collaboration across teams working closely with product owners, managers, designers, business analysts and developers to maintain platform-wide consistency and alignment in vision.
- Orchestrated usability testing; improved user satisfaction of 45% at product level in an agile environment.

2. Data Analytics and Visualisation for MSBU Account

A.   Cloud based Subscription Suite-Consumer Data Platform Engineering
- Devised one stop solution for all reporting tracks and implemented strategic information design, resulting in a 65% increase in data accessibility and learnability among stakeholders.
- Collaborated with cross-functional teams to create interactive dashboards for leadership, reducing the overall time to complete data analysis workflows by 75%, improving the decision-making process.
- Optimized existing information analytics experiences, including data visualizations, based on user feedback and data analysis, resulting in a 45% increase in user engagement and satisfaction.

B.   Customer Digital Engagement for Surface & Windows commercial Website
- Decreased cognitive load amongst customers by reducing learning curve 2x folds, improving memorability in workflow; increasing stakeholders engagement and adoption rate by 15% and 25% respectively.
- Designed information layouts making its processing seamless and in tandem simplifying multiple functions; thus improving discoverability of action items by 33%.

3. Wolters Kluwer: Digital Transformation of Global Business Compliance Suite

- Transformed manual processes across multiple streams of a B2B fintech suite into a digital platform, driving a 60% user retention rate from the initial pitch.
- Formulated and delivered two complex services with a modular design, launching an MVP in under 4 months and boosting user satisfaction by 42% and information findability by 21%.
- Led the creation and implementation of a design system, UI patterns, and component libraries, cutting the project timeline from 120 days to 65 days while improving the readability of KPIs and dashboards.

4. LTIMindtree's Internal Payroll System Redesign

- Directed the complete revamp of LTIMindtree's Internal Payroll System, guiding a team of three designers to align the portal with the new brand identity post-merger.
- Developed personalized user experiences, receiving a 4/5 rating in in-house testing for tailored information delivery and user satisfaction.

5. LTIMindtree's Internal Learning Promenade Portal Design

- Designed interactive learning modules, quizzes, and gamification elements to enhance personalized learning experiences and user engagement leading to increased involvement of employees by 46% .
- Developed collaborative spaces, discussion forums, and social features to facilitate communication and community building resulting in 17% increase in engagement rate among employees and Domain experts.
- Created sections highlighting success stories, implemented visual recognition elements, and established mentorship programs and virtual meetups to foster a culture of recognition and professional development.

Contractual and Freelancer (UX & Creative Designer)   *(June 2020-June 2022)*

6. AssistMeet: A meeting management Mobile Application (02 June & FSA)

- Collaborated with Architects and Interior designers to design and streamline meeting management.
- Formulated strategies to improve scheduling, real-time recording, transcription, and visual data capture bridging the gap between online and offline meetings.
- Reconceptualized user experience; enabling seamless sharing of MoMs and efficient organization of meeting details and improving the quality of communication between inter and intra users.

7. Cyber Security website & extension design for Wordpress

- Strategized the integrated onboarding and road map for first time users of the service.
- Conceptualized the design system, UI patterns and content library based on domain psychology and market competitors.

02 June Design Studio (Architect & Creative Designer)   *(Jul 2018-June 2020)*

8. UX & Brand identity design for E-Commerce Platform for Dalmia Bharat Limited : Hippo Stores

- Conducted in-depth user research and developed detailed personas to guide the design process, ensuring the platform met the needs of key stakeholders, including contractors, home buyers, and dealers. This approach facilitated targeted design solutions and improved user satisfaction.
- Created an intuitive and visually appealing e-commerce website, catering to both B2B and B2C markets; improving the classification, management, distribution and purchase of products/inventory online.

Certifications   *(Click to view credentials)*

- Career Essential in Generative AI by Microsoft and LinkedIn
- Human Centered Design: An Introduction by UC SanDiego
- Introduction to User Experience Principles and Processes by University of Michigan
- Design Thinking for Innovation by University of Virginia

Education

- School of Planning and Architecture, New Delhi (Masters in Industrial Design; 2020-2022)
- National Institute of Technology, Raipur (Bachelor of Architecture; 2013-2018)
- Delhi Public School, NTPC Korba, C.G. (12th-Higher Secondary Education; 2012-2013)
- Delhi Public School, NTPC Korba, C.G. (10th-Secondary Education; 2010-2011)

Awards & Honors

- **Team Player Gracias Award** : Wolter Kluwer, Digital Transformation Project at LTIMindtree.
- **Trailblazer Squad Award** for Client impact in MSBU Account at LTIMindtree.
- **VMRD Award- Merit 1** : Best Shop Fitting for "The Tank- Reliance brands".
- **Gold Medalist** : Bachelor of Architecture, NIT Raipur.