

# Sarthak Gupta

Product Designer (UX/UI)

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## Bio

I am a creative problem-solver with a passion for designing innovative and user-friendly products. With a strong foundation in design principles and experience in design software, I am dedicated to collaborating with teams to bring concepts to life and create exceptional user experiences.

## UX Projects

### **EventMate - Simplify Event Organizing**

Creating a user-friendly experience for an online platform that streamlines the process of organizing events.

### **Area Watch - Empowering Neighbourhoods**

Report neighborhood issues and make a difference with our app - empowering citizens to create positive change.

## Experience

### **Product Design Intern / Zoth.io**

May 2023 – Jul 2023 (2 mos), Remote, Bangalore

- During my internship at Zoth, a Fintech Web3 startup, I actively contributed to their product development, website, and Design system.

### **Motion & Website Designer / Digital Web Solutions**

Mar 2019 – Jul 2022 (3 yrs 4 mos), Delhi

- Developed original animated GIF libraries for various business domains as a responsibility.
- Utilized various software programs to create innovative graphic designs and videos that align with business goals for a wide range of projects and media.
- Designed and served websites for over 100 national and global clients and businesses, achieving a 99% client satisfaction rate.

## Education

### **Dice Academy, Delhi**

Jul 2022 – Jan 2023, Delhi

Product Design UX Research Interaction Design UI

### **Design & Visual Communications General, MAAC**

Nov 2017 – Nov 2019, Delhi

Motion Design VFX Visual Design 3D Design

### **BA English & Literature General / Delhi University**

Mar 2017 – Jun 2020, Delhi

## Recognitions

IBM Enterprise Design Thinking / IBM / 2023

## Links

[sarthakguptadesign.com](https://sarthakguptadesign.com)

[LinkedIn](#)

[Dribbble](#)

[Behance](#)

[Medium](#)

## Skills

### **Research & Test**

User interviews  
User Surveys  
Usability testings  
Personas  
Competitor analysis  
Card Sorting  
Tree testing  
Information Architecture  
User journeys  
Design Research

### **Design**

User flows  
Experience mapping  
Human Centered Design  
Interaction Design  
Visual Design + UX/UI  
Interactive Prototyping  
Wireframing  
A/B Testing  
Mockups  
Design Thinking  
Motion Design  
Pitch Decks

### **Other skills**

Communication, Collaboration, Empathy, Creativity, Time Management, Open Mindedness & Problem Solving.

## Tools

### **Research & Test**

Google Suite, Survey Monkey, Miro, Invision, A/B Testing

### **Design**

Figma, Figjam, Illustrator, Swipepages, Photoshop, Adobe XD, Pen & Paper

### **Motion**

Aftereffects, Premiere Pro, Lottie Animations