Bhroovi Gupta

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

Experience: 6+ Years (Most recent roles displayed)
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EXPERIENCE

FOX - ROKU Product Design Lead — Sept 2024 - Current

Lead Privacy, Trust & AdTech experiences across Roku TVs & Players, Web and mobile. Own end-to-end strategy and execution for consent and advertising initiatives serving millions of users. Led launch of Roku's consent management experience, achieving a 96% opt-in rate while balancing user trust, compliance, and business goals. Designed branded Ad polls that achieved 5% response rate. Leverage Claude Code, Figma Make, and AI-assisted prototyping to rapidly explore concepts, validate solutions, and accelerate cross-functional delivery.

GOOGLE UX Production Designer — Oct 2024 - Mar 2025

Contributed to multiple Google Search initiatives including explore Bar extensions, date picker redesign, AI Mode experiences, and prepped files for developers. Designed new filter and pitch flows scheduled for launch in 2026.

ONETERA UX Lead — Aug 2024 - Oct 2024

Redesigned a multi-page housing platform for a California startup, translating evolving business requirements into developer-ready designs through close collaboration with product and content teams.

MICROSOFT Product Design Team Member — Aug - Dec 2023

Collaborated with developers at Cornell Tech to addressed a real-world challenge and design AI-assisted accessibility solutions for NYC founders, contributing to a 43% reduction in user errors through iterative UX improvements.

WAYFAIR Product Design Team Member — Jan 2024 - May 2024

Designed supplier dashboard experiences in partnership with MBAs and engineers at Cornell Tech, leveraging expertise in feature design, improving usability and contributing to a 33% increase in click-through rates.

NATIVE DIGITAL UI/UX Designer — Jan 2022 - Jun 2023

Designed user-centric experiences for clients including Sheraton, Audible, Virgin Mobile, and NBKC. Improved design system efficiency, reducing turnaround time by 23%, and earned an AIGA Design Award for project I led in 2022.

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

- 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