

Bhroovi Gupta

Award-winning user-centric product designer

passionate about precision, empathy & design thinking.

EXPERIENCE

GOOGLE UX Production Designer

Oct 2024 - Mar 2025

As a part of the search team, contributing to multiple projects within the Google web system including Explore bar extensions, date picker redesign, AI mode for search results, and documentation for dev. Also created new pitch flows for multiple filter features to be launched in 2026. (NDA)

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.

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)

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)

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.

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.

Experience: 5 Years (Most recent roles displayed)

bhroovi.com | 7857275938 | New York

bhroovigupta11@gmail.com

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