

Bhroovi Gupta

I'm a data-informed, result-driven UI/UX Designer passionate about precision, empathy & biomimicry. I turn user insights and analytics into user-centric solutions that thoroughly surprise, delight and provoke.

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EXPERIENCE

FREELANCE Interaction Designer NY | Aug 2023 - Current

- Leveraged expertise in feature design to ensure clear and intuitive user interfaces and deliver impactful solutions for client and passion projects.
- Implemented strategic design changes resulting in a 1/3 increase in click rates for key features and achieved a 43% decrease in user error rates through thoughtful design iterations for client (name undisclosed due to signed NDA)
- Focused on accessibility, optimized user flow and instilled user-friendly navigation for multiple projects to cater to a diverse user base.

NATIVE DIGITAL UI/UX Designer KC | Jan 2022 - Jun 2023

- Collaborated with cross-functional teams to create user-centric experiences through exceptional attention to detail and problem-solving skills for high-profile clients like Sheraton Hotels, Audible & NBKC.
- Streamlined component design process to reduce turnaround time by 22%. Won the AIGA Design Award for a digital project I led in May 2022.

HALLMARK CARDS Visual Freelance Designer NY | Jun - Dec 2022

- Led digital projects marketing seasonal production items that contributed to visibility and sales on digital partner platforms namely CVS and Walgreens.
- Managed multi-project deadlines in a fast-paced environment while maintaining quality standards and delivering impactful assets to developers for final launch.

BLACK BOOKS NETWORK UI/UX Designer KC | Jan - Dec 2022

- Developed web pages from concept to front end for an English Literature Dept alongside another designer, to increase user satisfaction & usability.
- Conducted user research to gain insights into behaviours and pain points that informed design decisions and resulted in a 28% decrease in bounce rates.

VML Visual Designer KC | Aug - Dec 2021

- Crafted compelling brand pitches, translating concepts into impactful visual representations, that led to a 33% conversion rate for new benefiting clients.
- Executed projects delivering innovative digital solutions and resonating with target audiences for clients like Intel, Wendy's, PepsiCo and Unilever.

WIX UI/UX Design Intern NY | Jan - May 2021

- Redesigned the bookings website for the Institute of Immigrant Concerns, resulting in enhanced brand visibility and a 23% increase in completion rate.
- Partnered with stakeholders to produce a landing page for NYC-based Quip, demonstrating interactive storytelling & proficiency in UI/UX design practices.

ACHIEVEMENTS

AWARDS Full list [here](#)

Webby Awards *Honoree*

Addys *6 Golds, 2 Judge's Citation, 3 Best of Show*

World Brand Design Society *Bronze Award*

AIGA *5 Category, 2 Judges Choice Awards*

D&AD New Blood Festival Portfolio Pick

FEATURES

PRINT Magazine *2 Projects Featured*

Wix Creative Blog *30 Bests of the Year*

DesignbyWomxn *20 Women to Watch*

EDUCATION

NEW SCHOOL - PARSONS DESIGN

Dual Master's - Communication Design - UI/UX

CORNELL TECH, NEW YORK

Dual Master's - Business Technology

MICROSOFT - Product Studio Company Collab:

With a team of developers, addressed a real-world challenge harnessing AI for optimal results, guided by founders ingrained in the NYC technology landscape.

WAYFAIR - BigCo Studio Company Collab:

Alongside MBAs, created successful iterations of the Wayfair Supplier Dashboard to increase spend, click rate & usage through better UI/UX techniques.

UNIVERSITY OF KANSAS

Bachelor's - Visual Comm (Minor: Entrepreneurship)

SKILLS

User Interface (UI)

User Experience (UX)

User Research

Experience strategy

Interaction design

Brand/Motion Design

Information Architecture

Journey Mapping

Wireframing

Prototyping

Usability Testing

Storytelling

Workflows

Design Systems

Interface Layout

Leadership

Figma

Sketch

HTML/CSS/JavaScript

Adobe Creative Suite