

Bhroovi Gupta

Hi! I'm a multidisciplinary, quadrilingual BIPOC designer passionate about attention to detail, empathy and biomimicry.

785-727-5938

www.bhroovi.com

bhroovigupta11@gmail.com

EXPERIENCE

NATIVE DIGITAL UI/UX Designer

KC | Jan 2022 - Jun 2023

- Collaborated with cross-functional teams to create digital solutions aligned to project objectives for high-profile clients like Sheraton Hotels and NBKC, increasing conversions & gaining recognition for exceptional attention to detail.
- Visualized end-to-end customer experiences including wireframes, mockups, & prototypes using Figma & Miro to deliver seamless user-centric experiences.
- Streamlined podcast video design process, reducing turnaround time by 20%.
- Won the AIGA KC Award for a project I led in 2023.

HALLMARK CARDS Visual Freelance Designer

NY | Jun - Dec 2022

- Led projects creating UI & advertising materials marketing seasonal production items that thoroughly resonated with diverse audiences all over worldwide.
- Contributed to increased visibility and sales on digital partner platforms namely CVS, Walgreens, and other notable chains.
- Managed multiple projects simultaneously and met deadlines in a fast paced environment while maintaining high-quality standards of quality and delivering impactful visual assets to developers from kickoff to final launch.

BLACK BOOKS NETWORK UI/UX Designer

KC | Jan - Dec 2022

- Paired with one other designer to implement wireframing & prototyping resulting in a 32% increase in usability of the English Literature Dept website.
- Developed web pages from concept to front-end design, aligning with department values, leading to significant improvement in user satisfaction.
- Conducted user research gaining insights into behaviors and pain points, informing design decisions and resulting in a 27% decrease in bounce rates.
- Utilized feedback to create intuitive user experiences, resulting in a 40% decrease in user error rates while also collaborating with stakeholders across different time zones with excellent communication and problem-solving skills.

VML Visual Designer

KC | Aug - Dec 2021

- Collaborated with designers to develop digital solutions for clients like Intel, Wendy's, PepsiCo, Unilever, and Virgin Voyages, increasing brand visibility.
- Crafted compelling brand pitches, translating concepts into impactful visual representations, that led to a 33% conversion rate for new benefiting clients.
- Executed client and internal projects delivering innovative solutions that resonated with target audiences driving a 12% increase in customer experience.
- Played a key role in creating impactful materials for digital platforms, elevating brand presence and driving a 25% increase in customer interactions.

WIX UI/UX Design Intern

NY | Jan - May 2021

- Collaborated with a multidisciplinary team to create the website for the NGO Institute of Immigrant Concerns, resulting in a 23% increase in online engagement & visibility.
- Produced a working prototype for the landing page of Quip, a dental services company based in NYC, demonstrating proficiency in UX/UI design principles.
- Successfully developed interactive storytelling experiences for some other client brands, enhancing brand visibility and engagement throughout.
- Gained hands-on experience, training, and development in various design disciplines, including photography, code & data management, UX/UI design, and animation/motion graphics.

ACHIEVEMENTS

AWARDS

A few of all accolades, see the full list [here](#)

Webby Awards *Honoree*

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

World Brand Design Society *Bronze Award*

AIGA *2 Digital, 2 Judges Choice, 3 Print 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*

INVOLVEMENT

Association of Indian Students *President*

AIGA Mentorship & Prototype *Student Board*

EDUCATION

NEW SCHOOL - PARSONS DESIGN

Master's - UI/UX Design (Dual Degree)

CORNELL TECH, NEW YORK

Master's - Business Technology (Dual Degree)

Product Studio Company Collab - Microsoft:

Collaborated with a diverse team to tackle a real-world HMW challenge & create a tech solution under the mentorship of professors, patent holders & founders, ingrained in the nyc technology landscape.

BigCo Studio Company Collab - Wayfair:

In a team of 5, created iterations of the Wayfair Supplier Advertising Dashboard to increase advertising spend and usage through better UIUX techniques.

UNIVERSITY OF KANSAS

Bachelor's - Visual Comm (Minor: Entrepreneurship)

SKILLS

User Interface (UI)

User Experience (UX)

Branding Identity

Motion Design

User Research

Journey Mapping

Wireframing

Prototyping

Info Architecture

Usability Testing

Figma

Sketch

Adobe XD

HTML/CSS

Java Script

Storytelling

Workflows

Style Guides

Design Systems

Adobe Creative Suite