

Bhroovi Gupta

Award-winning user-centric product designer

passionate about precision, empathy & design thinking.

Experience: 6 Years (Most recent roles displayed)

bhroovi.com | 7857275938 | New York

bhroovigupta11@gmail.com

EXPERIENCE

ROKU UX Product Designer

Sept 2024 - Current

Lead Privacy, Trust & AdTech experiences across Roku OS (TVs & Players), Web (Roku Account), and Mobile. Own end-to-end strategy and execution for privacy, consent, and advertising initiatives serving millions of users. Led the redesign and launch of Roku's consent management experience, achieving a 96% opt-in rate while balancing user trust, compliance, and business goals. 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 address 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