



Saumya Gupta

PRODUCT DESIGNER (UX/UI)

✉ saumyagupta225@gmail.com ☎ 7415730660 🔗 [Portfolio](#) 📍 [Saumya Gupta](#)

I am an experienced product designer in SaaS-based B2B companies. I have created intuitive interfaces and revamped a design system. Working solo or in small teams has equipped me with a strong sense of ownership and the ability to work independently.

EXPERIENCE

Product Designer 🏢 Unifize 📅 Feb. 2023 – Currently

- Achieved **30% reduction in design production time** by establishing a **comprehensive design system**. Collaborated with the team to overhaul the outdated legacy design, extracting valuable elements and insights.
- 10 hours per week average time saved for the development team by streamlining the design handoff process
- Solved **usability issues** by redesigning critical user paths
- Led team brainstorming efforts, leveraging collective expertise to generate **ideas and solutions for existing product** challenges..

Impact
Revamping the outdated legacy design system resulted in design consistency and reduced production time by 30%. Developing a streamlined handoff process saved average 5 hours per week for the development team.

UX/UI Designer 🏢 Pointers 📅 October 2020 - Feb 2023

- Built the product's **UI design from scratch** & developed **branding & a style guide**.
- Negotiated with stakeholders and developers to find the balance between user needs and business objectives-
- **research** into the design and created **workflows**, user experience, and as well as the wireframes required.
- Complicated user flows were made easier and validated through iterations and research.
- Designed a wide variety of **cross media projects** involving promotional brand assets and videos, for marketing and sales team.

Impact
The design was executed on schedule, meeting the minimum viable product (MVP) requirements, and this milestone marked the commencement of our first sale.

UI Designer 🏢 VARStreet (Internship) 📅 October 2020 - Feb 2023

- Prototyped & redesigned interface for company's e-commerce store

UI Designer 🏢 Brandzgarage (Internship) 📅 Feb 2020 - May 2020

- Assisted the lead designer and helped in understanding customer's requirements for various projects & helped with designing a dating app.

SKILLS

UI Design
Visual Design, Interaction Design, Prototyping, Typography, Iconography, Microanimation

UX Design
Usability Testing, User Research, Information Architecture

Tools
Figma, Adobe Suite

CERTIFICATIONS

Visual Design
📖 Interaction Design Foundation 📅 2023

Human Centred Design
📖 Coursera 📅 2022

EDUCATION

BA in English Honours
📖 IGNOU 📅 2023 - 2025