Ravi Gupta

Visual Designer, UX/UI & Interaction Design

IIT Jodhpur
Designer and illustrator with experience across product design, game art, publishing, and educational content. Currently pursuing an M.Des in XR Design at IIT Jodhpur.

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PROFESSIONAL EXPERIENCE

Designer and UX Developer - Atman Care, Edlion Technologies Pvt. Ltd.

Jan 2024 - May 2024

Owned UX, UI, and front-end development for a cross-platform mental well-being app built from scratch. Designed and developed components using Vue.js, and created in-app content and marketing creatives.

- Accelerated MVP delivery under tight timelines by combining design and development.
- Contributed to user engagement through features like daily mood tracking.

Designer and Content Creator - ThatMate, Thinkpods Education Pvt. Ltd.

Apr 2021 - Dec 2023

Designed UX flows, UI, and interactive content for a mental well-being app for teenagers. Created choice-based story games, including visual design and implementation. Designed an admin dashboard and collaborated with developers to improve usability.

- Interactive stories became the most engaging feature, increasing session time to 10–15 minutes.
- Led and mentored a team of designers to deliver content and features on schedule.

Art Director and Illustrator - Jellyfish Monthly, Children's monthly news magazine

Jul 2016 - Jan 2017

Illustrated articles, stories, comics, and news visuals, and designed the magazine layout for print. Led designers and illustrators in developing various sections of the magazine.

Junior Artist - Anibrain Digital Technologies Pvt. Ltd.

Jul 2013 - Jan 2014

Created comics, animated videos, and cover art for children's content (Mocomi division).

Game Artist - Zatun Game Studio

Aug 2011 - Jan 2012

Worked on 3D modeling, texturing, and concept art for game projects.

Storyboard Intern - Green Gold Animation Pvt. Ltd.

Jun 2010 - Jul 2010

Worked on storyboarding, prop design, and animatics for the 'Jaggu Daggu Bhai Bhai' episode of 'Chhota Bheem'.

EDUCATION

M.Des (XR Design)
Indian Institute of Technology, Jodhpur
2024 - Present
CGPA: 8.43

BA (English)
Indira Gandhi National Open University
2016 - 2019
Percentage: 65.78

Graduate Diploma in Animation Design
MAEER's MIT Institute of Design, Pune
2007 - 2012
CGPA: 6.56

TECHNICAL SKILLS

Software
Adobe Creative Cloud, Figma, Unity, Unreal Engine, Blender

Programming, Frameworks and Tools
Python, HTML, CSS, JavaScript, RenJS, Vue.js, Tailwind CSS, Wagtail CMS (Djano), Git, Github

CERTIFICATIONS

Foundations of User Experience (UX) Design
Google

Conduct UX Research and Test Early Concepts
Google

Introduction to Augmented Reality and ARCore
Google AR & VR

Mastering VR: Fundamentals to Practice
IIT Madras / University of Oulu, Finland

HTML5 and CSS Fundamentals
W3Cx - World Wide Web Consortium

User Interface Design
NPTEL, IIT Roorkee

PROJECTS

Secret School Mysteries - Children's Book, Illustration, Book Cover, Character Design, Environment Design

Designed and illustrated a three book series written by Ashok Banker and published by Scholastic India.

- Tools and technologies: Photoshop, Krita, Blender, Adobe InDesign.

My Changing Body - Game Design, UI Design, Environment Design, Character Design

Designed an interactive story for the ThatMate app. Users make choices to progress through the story, gaining an understanding of physical changes during puberty, resulting in a 30% increase in user engagement

- Tools and technologies: Photoshop, Blender, Figma, JavaScript, RenJS, HTML/CSS.