Last updated: 13 Aug 2026

Ravi Gupta

UX/UI Designer | Visual Designer | UX Researcher

IIT Jodhpur, Rajasthan, India

UX/UI Designer with experience in user research, interaction design, prototyping, and front-end development across health-tech and ed-tech products. Skilled in end-to-end design thinking — from stakeholder discovery and usability testing to high-fidelity UI and design systems. Currently pursuing an M.Des in XR Design at IIT Jodhpur.

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PROFESSIONAL EXPERIENCE

Lead Experience Design - Infosys Limited

Aug 2026 - Present

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UX/UI Designer & Front-End Developer - Atman Care, Edlion Technologies Pvt. Ltd.

Jan 2024 - Jul 2024

Led end-to-end UX/UI design and front-end development for a cross-platform mental well-being app. Conducted user research, created wireframes and prototypes in Figma, and developed responsive UI components using Vue.js and Tailwind CSS. Delivered design system and marketing creatives for product launch.

- Accelerated MVP delivery by combining UX design and front-end development, reducing design-to-dev handoff time under Agile sprints.
- Designed daily mood tracking and journaling features based on user personas and journey mapping, contributing to improved user engagement.

UX Designer & Interactive Content Strategist - ThatMate, Thinkpods Education Pvt. Ltd.

Apr 2021 - Dec 2023

Owned UX design for a teen mental well-being app — conducting user research, designing user flows, wireframes, and high-fidelity UI. Created interactive choice-based story games with measurable engagement outcomes. Designed and iterated on an admin dashboard, collaborating with developers to improve usability through testing and feedback loops.

- Designed interactive choice-based stories that became the app's most engaging feature, increasing average session time to 10–15 minutes — a 30% lift in engagement.
- Led and mentored a team of designers, establishing design workflows and delivering features on schedule through cross-functional collaboration.

Art Director & Visual Designer - Jellyfish Monthly, Children's monthly news magazine

Jul 2016 - Jan 2017

Directed visual design and print production for a children's monthly magazine. Defined illustration guidelines, designed page layouts, and led a team of designers and illustrators across six issues.

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.

EDUCATION

M.Des (XR Design)

Indian Institute of Technology, Jodhpur
2024 - 2026
CGPA: 8.80

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

SKILLS

UX/UI Design

Interaction Design, User Research, Information Architecture, Prototyping, Wireframing, Responsive Design, Usability Testing

Design & Prototyping

Adobe Photoshop, Figma, Adobe Illustrator, Adobe InDesign, Blender

Programming, Frameworks and Tools

Python, HTML, Vue.js, Wagtail CMS (Django), Tailwind CSS

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

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'.

PROJECTS

Altback — UX/UI Design Case Study - UX Research, Information Architecture, User Flows, Wireframing, Prototyping, UI Design

Project link: https://ravigupta.design/projects/altback-design-case-study/

End-to-end UX/UI design for a digital art creator's website — from stakeholder discovery, user research, and card sorting through information architecture, user flows, wireflows, brand identity, and high-fidelity UI design.

- Tools and technologies: Figma, Wagtail CMS (Django), HTML/CSS/JS.

SkyView Lite – Usability-Driven Redesign of an AR App - Usability Testing, Heuristic Evaluation, UX Research, Redesign

Project link: https://ravigupta.design/projects/skyview-lite-usability-driven-redesign-of-an-ar-app/

Conducted a usability study on the SkyView Lite AR app to identify pain points, then translated findings into redesign recommendations covering the home screen, AR mode, menu navigation, and calibration flows.

- Tools and technologies: Figma.

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, UX Design, Interaction Design, UI 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.

Jellyfish Monthly — Editorial Illustration & Magazine Design - Editorial Illustration, Art Direction, Magazine Design, Print Production

Project link: https://ravigupta.design/projects/jellyfish-monthly-editorial-illustration-magazine-design/

Children's magazine featuring editorial illustration, visual storytelling, and publication design across six issues. Led as Chief Designer — defining visual direction, creating illustration and layout guidelines, directing contributors, and handling end-to-end print production.

- Tools and technologies: Adobe Illustrator, Adobe InDesign, Photoshop.