

# 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

#### 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 - Zaton 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: 8.80

#### 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

W3C - World Wide Web Consortium

## PROJECTS

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### **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.