

VARUN GUPTA

+91 8790129593 · bvarungupta@gmail.com · bvarungupta.com
linkedin.com/in/bvarungupta · benhace.net/bvarungupta · dribbble.com/bvarungupta

SKILLS

Design & Motion Tools: Figma, Framer, Webflow, Wix, Adobe Illustrator, Photoshop, Spline, Rive, Zeplin, Lottie, Jitter

Product Design: Interaction Design, Motion Design, Wireframing, Prototyping, Visual Design, Information Architecture

Technical Proficiency: React.js, TypeScript, Next.js, Tailwind CSS, JavaScript, WordPress

WORK EXPERIENCE

Grapdes

May 2025 – Present

Product Designer

- Led end-to-end product design across 10+ digital products spanning SaaS, EdTech, FinTech, and consumer mobile apps, from problem definition and user research through to high-fidelity UI, micro-interactions, and engineering handoff.
- Drove a 30% improvement in task completion rates across key user journeys by conducting iterative usability testing, translating findings into refined Figma prototypes that shipped with measurably better outcomes.
- Built a modular, WCAG-compliant design system with reusable component libraries and design tokens across multiple products, cutting implementation errors by 40% and giving engineering a single source of truth.
- Standardised design-to-development handoff by creating annotated component specs, interaction notes, and developer-ready Figma assets, reducing engineering back-and-forth and ensuring implementation stayed true to the original design intent.
- Developed detailed storyboards and user flow maps to communicate interaction ideas clearly to stakeholders and engineering teams, bridging the gap between product vision and design execution.

Noor Inc

Mar 2025 – May 2025

Product Designer

- Designed end-to-end UX for a complex enterprise SaaS platform across three distinct user portals, simplifying multi-step workflows and dense data into intuitive, role-specific interfaces for different user types.
- Designed loyalty, rewards, and coupons flows for a consumer mobile app serving 10M+ users, driving measurable feature adoption and increased engagement post-launch.
- Drove a 40% reduction in session abandonment by restructuring information architecture and redesigning onboarding flows, validated through A/B testing, user interviews, and usability testing before development began.
- Increased post-launch user engagement by 50% by designing responsive, mobile-first interfaces that prioritised clarity, visual hierarchy, and minimal cognitive load across web and app.

InsightBlend Analytics

Jun 2024 – Feb 2025

UI/UX Designer & Developer

- Defined a modular, accessible design system from scratch including typography scale, colour tokens, and reusable component patterns, used consistently across the product, dashboards, and all marketing assets.
- Translated complex analytical data into clean, intuitive dashboards and internal tools spanning tracking, marketing analytics, and LMS platforms, making dense multi-layered information immediately legible for non-technical users.
- Built the complete product design language from zero, driving a 70% increase in inbound inquiries within 30 days of launch.
- Designed and developed the company website using React.js and Tailwind CSS, applying hands-on understanding of component structure to ensure pixel-perfect engineering handoff and faithful production output.

EDUCATION

Aditya University

2020 – 2024

Bachelor of Technology in Computer Science Engineering

Surampalem, Andhra Pradesh

Amity University

2025 – 2027

MBA in Product Management

Noida, Uttar Pradesh