



Abhinav Gupta

PRODUCT DESIGNER

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in [Linkedin](#)

A product designer transforming problems into fun and approachable solutions for all. My design process is centered around people and how their needs fit into larger systems. I particularly excel in being able to simplify complex problems through design execution.

Work Experience

Product Designer

🔗 Submittable June, 2024 - Present | Indore

- Build and maintain a design system tailored for a data-dense enterprise GMS platform (B2B SaaS) components and tokens, holding patterns consistent as the product surface grows.
- Designed multi-step financial adjustment and third-party integration workflows for a multi-tenant platform, accounting for permission behaviour across distinct organisational roles.
- Shipped internal tooling for the design team: a Figma plugin for component generation and a Chrome extension that diffs live UI against design specs, cutting manual design QA out of every handoff.

User Experience and Interface Designer

🔗 Go Inbound Pvt. Ltd. April, 2023 - June, 2024 | Singapore

- Redesigned dental and event-industry websites end-to-end, resulting in a ~53% improvement in overall user satisfaction.
- Implemented data-driven design decisions based on user analytics, reducing bounce rate by ~15%. Increased booking conversions by 3x and doubled profile completion rates (2x increase)
- Specified every state and edge case for dense CRM interfaces; empty, loading, error, permission-restricted, which had previously been left to engineering interpretation. Cut design-related rework by 30%.

Lead User Interface Designer

🔗 Webcube Infotech December, 2021 - April, 2023 | Canada

- Partnered with cross-functional teams and clients to iterate and launch MVPs.
- Built the wireframe and prototype set each project handed to engineering, replacing verbal spec with something reviewable.
- Built personas and storyboards from client research and used them to settle scope arguments before build started.

EARLIER

🔗 UI/UX Designer @Whalesbook

August 28, 2022 - November, 2022 | Bangalore

Academic Background

Institute of Technology and Management Gwalior

Bachelor of Technology in Computer Science and Engineering | 2019 - 2023 | CGPA: 8.24/10.0

Skillset

Design

Product Design • UI/UX Design • Interaction Design • UX Research • Prototyping • Product Thinking • Wireframing • Journey Mapping • UI/UX Testing Methodologies • Product Management

Tools & Software

Figma • Figjam • Adobe XD • Adobe Illustrator • Framer • Protocie • Lovable • Notion • Claude Code • Cursor • GSAP • ReactJS • HTML • CSS

Projects (some best picks)

🔗 Kafila: Stay connected on Rides (Case Study)

- A convoy tracker for group rides. The whole interface answers one question at a glance — where is everyone — and has to survive dead zones and a full day of battery.

🔗 SplitLedger: Expense Splitting App (Case Study)

- Logs an expense in one line of natural language from a home-screen widget; no app launch, no form.

🔗 MyGenie: OnDemand Services App (Case Study)

- Provides a platform that allows skilled and experienced professionals (Genies) to connect with users looking for specific services.

[View all projects](#) ↗

Extras (tools I build for designers)

- PixelPeek (Submittable): Chrome extension for design QA; diffs live UI against Figma specs.
- Figma Plugins: Designer's Checklist; Component Creator; Starter Template Generator, etc.

Certifications

- Systems Thinking for Product Designers
LinkedIn - Issued 2024
- Growth Driven Design
Hubspot Academy - Issued 2024
- Foundations of User Experience (UX)
Google - Certified 2022

[Show all 9 certifications and licenses](#) ↗