



# Aashna Gupta

Product Designer

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## Profile

I create design systems that drives the alignment needed to deliver exceptional product experiences for the users. In past few years, I have worked on product solutions for various clients helping them effectively communicate their business vision through meaningful and thoughtfully crafted visual designs.

## Experience

### Senior Designer Consultant - Deloitte USI

July 2019 - Present

- Analysed the client & customer needs to deliver a one-source solution with a single app for all USGA digital experiences which resonates with fans & partners increasing customer engagement on a single website.
- The App currently is Top 5 in the Apple App Store and #1 in the Apple Sports App Store.
- As a design lead on US Life Insurance company, worked hands-on on Visual designs along with implementing user-centric design with streamlined processes which lead to efficient client delivery and effective results for all stakeholders by slashing architecture design and review time by 60%.
- I have been working as a UI lead for a leading Swiss bank in one of the modules. Have been part of user research and testing for the Financial Advisors who were aggressively using the portal leading to 20% increase in Customer Engagement.
- Increased the user satisfaction by 12% and sales in North America by 140% by enhancing the User Experience of a leading manufacturing company.

### Design Consultant - Pronto Networks

March 2019 - July 2019

- Created customised user journey for one of the leading hospitals to draft a story about user scenarios and their journey at various phases of interacting with the futuristic experience they envisioned for their users.

### UI/UX Designer - Code Brew Labs

Jan 2017 - Oct 2018

- Worked in understanding user requirements, ideating and providing solutions. Have conducted user research, analysing usability data.
- Worked on many e-commerce Websites and Applications for UAE market.

## Portfolio Link

[www.aashnagupta.com](http://www.aashnagupta.com)

## Specialities

Product Design

User Interface

User Experience

Wireframing

Prototyping

Design Processes

Design Documentation

Design Audit

## Tools/Technologies

Figma

Sketch

InVision

Adobe XD

Principle

## Education

### Graduation (2013-2017)

7.3 CGPA

B.Tech (Electronics and Communication), Punjab University, Chandigarh

## Awards

- Received “**Best Product Designer**” award 2024 for all India ‘& awards’ conducted in Deloitte all across India.
- Received prestigious **Applause** awards multiple times while working on different Projects in Deloitte.
- Stood second in Semi-finals of All India Techgig Geek Goddess 2017-2018 in **UI Hackathon** and was through to the Finals.