Kartik Gupta

Product Designer

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👤 Profile

A 2017-21 B.Des. graduate of the National Institute of Fashion Technology (NIFT), Gandhinagar with C.G.P.A.- 8.4
I love to find solutions and love to design and it's what one would find me engrossed most of the time. I'm a relentless optimist who stops at nothing and I'm very inquisitive about different disciplines. I am highly adept at conceptualising and innovating. I could describe myself as compassionate and hardworking.

💼 Experience

Product Designer · Carwale

December 2022 - Present

Associate Product Designer · 1K Retail Networks

January 2022 - December 2022 . 12 months

- Managing the **consumer application design** and working on constant revamp of the platform and adapting with new approaches through consumer behavioral metrics and consumer pain points.
- Creating design concepts and drawings to determine the best product.
- Presenting product ideas to relevant team members for brainstorming.
- Suggesting improvements to design and performance to product engineers.
- Employing design concepts into functional prototypes.
- Performing research on product technologies and structures to implement into design concepts.
- Maintaining up to date on current industry trends and market conditions
- Coordinating with designers to ensure accurate communication and efficiency in the design phase.
- Modifying and revising existing designs to meet customer expectations.

UI/UX Designer · 1K Retail Networks

June 2021 - January 2022 . 8 months

- Design and delivered an application serving the needs of the admin side of the Business Development team and catering to the field agents of the enterprise side of the business. -**"BD Application-Field force"**
- Creating wire-frames, mock-ups, and prototypes to effectively communicate my ideas.
- Creating visual designs and user interfaces for the wire-frames.
- Presenting and rationalizing my design decisions and sticking to well-known design guidelines while designing interfaces.
- Continually keeping myself and my design team updated with the latest changes in your industry's standards.
- Working on micro-interactions throughout the existing application.
- Dealing with company internal stakeholders and the users to make crucial changes and working on them.
- Exposed to Agile framework of working.

Links

→ Linkedin

→ Portfolio Site

→ Behance

→ Instagram

Specialities

Design Research

Human Centred Design Approach

Information Architecture

Wireframing

Card Sorting

Heuristic Evaluation

User Testing

Grid Based Design (8points and 4points)

User Research

Color Theory

Design Leadership

Experience Design

Design thinking

Research Extraction

Design Management

Design Operations

Tools

Figma   Sketch   Adobe XD

Photoshop   Rhino 3D

Keyshot   Adobe Illustrator

🎓 Internship and Graduation Project

Graphic Designer · Pixispaze Studio

November 2020 - April 2021 . 6 months

- Worked in various sectors of clientele', be it for an FMCG brand, F&B, Consumer Durables, or Customer Services Based brands.
- Got an opportunity to design a 3D Kiosk for an F&B-based company. (Havmor)
- Developing and forming Amazon Brand Store for an F&B-based company led to a whopping increase in sales from 50k/month to 80k/month within 5 weeks.
- Formation of Brand identity through Brand Manual. Developing User Interface for their websites.
- Handling multiple Social Media handles.
- Opportunity to work In the area of Influencer Marketing, Assisting D.O.P, and conceptualizing a whole shoot.
- Print and Marketing Collateral for different clients.
- Organized and prioritized work to complete assignments In a timely.
- Designing and developing pitch decks for the organisation which led to grab new clients and which in turn led to expand the organisation services to new spaces.

Education

Graduation - Bachelor's in Design

2017 - 2021 · National Institute of Fashion Technology, Gandhinagar · Grades-8.4

The course involved explorations, processing and experimenting with thoughts, ideas & materials in order to establish a platform for new ideas and a powerful personal expression.The programs adopted a spectrum of knowledge transaction methods which include lectures, Projects (studio, live & collaborative), Group work, Field trips (traditional & contemporary), Self-study, Presentations & reflections. We were immersed in traditional craft techniques as well as the use of smart digital tools.

📄 Certification

User Experience Design Essentials - Adobe XD UI UX Design

13 hours · 06/17/2021 . Daniel Walter Scott

Languages

English (Fluent)

Hindi (Native)

Hobbies

- 🎤 Singing
- 🚌 Traveling
- 📷 Photography
- ✏️ Writing
- ✂️ Digital Art