SARANSH GUPTA - *UX Researcher and Designer*

+16504029586 | hellosaranshg@gmail.com | Portfolio: https://saranshgupta.info/ | https://linkedin.com/in/gsaransh/

EXPERIENCE

User Experience Researcher/Designer, Indiana University   Aug 2022 - Present
- Designed and executed end-to-end mixed-methods user research plan including 12+ semi-structured interviews and 8 usability tests, translating findings into insights that improved peer critique participation by 19%
- Synthesized qualitative and quantitative data into 3 evidence-based personas and journey maps, recommending streamlined UI with pre-defined keywords that directly shaped product design & product features development
- Transformed research insights into wireframes and interactive mockups, collaborating with cross-functional teams to conduct 4 rounds of iterative testing with 50+ student users, increasing task completion rates by 23%

User Experience Researcher/Designer, Gravity Drive   Sep 2024 - Apr 2025
- Led contextual inquiry research across 5+ co-working spaces, analyzing user behavior patterns to optimize booking flows and third-party integrations, reducing cognitive load and improving task efficiency by 28%
- Developed 4 user personas, competitive feature matrix, and designed Figma prototypes and user flows through cross-functional stakeholder management that created a unified roadmap, increasing client engagement by 21%
- Managed end-to-end UX lifecycle for web & mobile app, employing rapid prototyping and 6 testing rounds with 15+ users to refine cross-platform experiences (preview and community forum), increasing satisfaction by 30%

Senior Product Designer, Uniqode Inc.   Aug 2020 - Jul 2022
- Initiated and implemented component-based design system, establishing consistent patterns across platforms that reduced development time by 35%, improved accessibility (WCAG 2.0), and increased engagement by 12%
- Redesigned and optimized WordPress theme for blog with improved information architecture, resulting in 38% faster page load speed and 24% increase in user redirection to the product store, increasing lead generation
- Facilitated design thinking workshops and implemented A/B testing strategies that reduced bounce rates by 15%, increased site traffic by 11%, and optimized user flows resulting in 18% higher conversion rates
- Executed heuristic evaluations for 5+ competitor interfaces, redesigning onboarding experience based on user-centered design and applied behavioral principles to reduce friction and increase new account creation by 14%

UX/UI Designer, Uniqode Inc.   Aug 2018 - Jul 2020
- Analyzed user behavior (heatmaps & session recordings) to define 4 industry-specific archetypes that enabled implementation of optimized and targeted user flows, increasing conversion rate by 21% in an agile environment
- Conducted comparative usability studies of enterprise-level interfaces, redesigning the purchase flow to reduce friction points by 70% (click reduction) and increase conversion rate by 27%, supporting key business objectives
- Built contactless COVID-19 self-declaration solution using QR Codes and rapid prototyping, conducting 3 rounds of remote usability testing that improved public health compliance by 32% in high traffic areas
- Created Information Architecture and interaction flow for lead attribution system using session management, Intercom, & query parameters to track and convert anonymous website visitors, improving lead capture by 40%

SKILLS

UX Research and Analysis: User Interviews, Contextual Inquiry, Usability Testing, Think-Aloud Protocols, Survey Design, Diary Studies, Ethnographic Research, Mixed Methods Research, Quantitative and Qualitative Analysis, Research Planning and Synthesis, Affinity Mapping, Journey Mapping, Card Sorting, Tree Testing, A/B Testing, Multivariate Testing, User Personas, Empathy Mapping, Research Operations, Participant Recruitment and Screening, Heuristic Evaluations, Competitive Analysis, Market Research, Data Visualization, Task Analysis
UX Design: UI Design Thinking, Wireframing, Information Architecture, User Flows, Site Mapping, Sketching, Prototyping, Typography, Responsive Design Systems, UI Component Libraries, Accessibility (WCAG 2.0)
Tools: Figma, Sketch, InVision, Balsamiq, Adobe Creative Suite (Illustrator, Photoshop, XD), Axure, Protopie, R Studio, Hotjar, Mixpanel, Google Analytics, Google Optimize, Qualtrics, UserTesting, Lookback, Dovetail
Technical and Development: HTML/CSS, JavaScript, React, Angular, Node, Python, R, Git, Bootstrap, WordPress
Leadership and Strategy: Research Operations, Product Management, Cross-Functional Team Leadership, Stakeholder Communication and Presentation, Design System Management, Strategic Storytelling

EDUCATION

Indiana University - Luddy School of Informatics, Computing and Engineering   **Indiana, USA**
Master of Science in Applied Data Science with UX Design Specialization [3.90]   Aug 2024 - May 2025
Master of Science in Human-Computer Interaction (HCI) [3.95]   Aug 2022 - May 2024

Manipal University - Manipal Institute of Technology   **Karnataka, India**
Bachelor of Technology in Computer Science and Engineering   Aug 2014 - May 2018