

URJIT GUPTA

Product Designer

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[Portfolio](#) [LinkedIn](#)

EXPERIENCES

HDFC

Product Design Intern

May 2025 - Aug 2025

- Designed end-to-end UX journey for digitizing Current Account onboarding for Pvt. Ltd. firms
- Assisted in live digital banking projects through UX audits and usability evaluations on both desktop and mobile platforms, providing actionable design recommendations.
- Contributed to usability testing with real users, helping capture insights and translate them into the improvements for product flows and interfaces.

CareFlick

Product Design Intern

Sep 2024 - Jan 2025

- Created branding assets and marketing artefacts for CareFlick app launch.
- Assisted in a UX audit of the CareFlick app, reviewing flows and interaction patterns for usability gaps.
- Supported usability testing activities during the audit, helping document insights and design recommendations.

DESIGN PROJECTS

Wize

Assignment Project

- Designed an AI-powered financial assistant app for Gen-Z, focused on simplifying budgeting and daily expense tracking.
- Produced high-fidelity concept screens within 5 days, applying sprint methods to balance usability, engagement, and trust in financial interactions.

Uddesh

Academic Project

- Built a service platform connecting households with certified e-waste recyclers.
- Designed user journeys that encouraged responsible disposal, reducing barriers to recycling adoption.

SignSense

Design Project

- Designed an AI-powered sign language translator bridging communication between signers and non-signers
- Prototyped a multi-platform accessibility tool to promote inclusivity

EDUCATION

Netaji Subhas University of Technology, Delhi, India

Bachelor of Design (B.Des) - Specialization in Fashion Technology

2022-2026

Delhi Public School, Meerut, India

Senior Sec. (XII)

2021

SKILLS

- UX & Interaction Design • Storytelling • User Research • Service Design • Usability Testing • Design Thinking