URJIT GUPTA

Product Designer

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Portfolio   LinkedIn

EXPERIENCES

HDFC Bank
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

Sprites
Creative Project

- Conceptualized and designed an original collectible mini-figure product, defining the product vision, character system, narrative, and visual identity.
- Designed the end-to-end digital commerce experience, leveraging AI-assisted workflows (Lovable) and a Supabase-based system to translate design intent into a functional product.

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.

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