

DIVYANSH GUPTA

Product Designer

Consumer Apps | AI Products | Social Impact

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ABOUT

Product Designer specializing in research-led design for consumer apps and social impact products. Combining 2.5 years of spatial thinking from 3D art with structured UX process research, wireframes, prototyping, and usability testing to ship products that are usable and considered.

DESIGN EXPERIENCE

Product Designer - Design for a Change (Community Program)

Apr 2025 – Present · Indore, India

- Owned end-to-end design leadership across 3 product projects (AURA, Pension Saathi, Resonate) directing a cross-functional team of 8 from 0 → 1 research to tested prototypes, each within a 4–8 week sprint, resulting in 3 validated prototypes ready for stakeholder review.
- Independently designed and facilitated UX research workshops for 8+ designers using qualitative, quantitative, and secondary research methods; reduced usability issues by 40% across Pension Saathi through 3 testing rounds.

OTHER EXPERIENCE

Video Editor - Mosaic Workskills

Feb 2025 – Present · Full-time

- Edited 100+ videos applying motion, pacing, and information hierarchy improving audience retention and engagement across campaigns skills that directly translate into micro-interaction design and onboarding flows.

3D Artist - Polycrab

Feb 2023 – Aug 2024 · Full-time

- Built game-ready 3D environments and assets across 10+ projects developing spatial reasoning that now informs layout, hierarchy, and component design decisions.

PROJECTS

AURA - AI Powered Confidence Styling Companion (Myntra Add-on)

- Led design within a 5-member team, delivering a fully interactive fashion-tech prototype in 14 days addressing decision fatigue, outfit repetition anxiety, and purchase regret among Gen-Z consumers.
- Designed 10+ screens covering wardrobe onboarding, AI-powered compatibility analysis, outfit generation, gamified challenges, and wardrobe health tracking.

Pension Saathi - Smart Kiosk for Elderly Pension Users

- Conducted field research with elderly users uncovering that nearly 70% struggled with pension processes then redesigned a 9+ step journey into 4 guided actions, reducing navigation complexity by 55%.
- Validated through iterative usability testing; solution estimated to improve independent task completion by 70%+ and reduce support dependency by 50%+.

Resonate - Wearable Health Data Experience

- Researched 20+ smartwatch users and 30+ sources to identify alert fatigue and trust gaps; designed 60+ wireframes and a phygital ecosystem simplifying health data into emotional cues and micro-interventions.
- Created end-to-end journeys across 15+ touchpoints validated with a multidisciplinary hackathon team into a concept aimed at reducing ignored health notifications.

SKILLS

Product Design	UX Research · User Interviews · Information Architecture · User Flows · Wireframing · Prototyping · Interaction Design · Usability Testing
Research	Competitive Analysis · Secondary Research · Journey Mapping · Affinity Mapping · Workshop Facilitation
Tools	Figma · FigJam · Adobe Illustrator · Photoshop · Blender

EDUCATION

B.A. Animation

2019 – 2022

Renaissance University, Indore - GPA: 94%

Diploma in Animation & 3D

2019 – 2022

MAAC - 86%