

Abhinav Gupta

Senior Product Designer @ Cresta AI
Toronto, Canada

Contact

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Skills

Design: UX design, Interaction design, User research, Usability testing, UI design, Information architecture, Motion design, Graphic design, Data visualization

Tools: Figma, Sketch, Framer, Principle, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe InDesign

Technology: HTML5, CSS3, Javascript, Bootstrap, Bulma, Git

About

A multi-disciplinary designer with 8+ years of domain experience in designing and developing for enterprise and consumer grade applications to create meaningful and easy to use products. Self motivated with keen interest in making simple, clean and clear designs.

Work experience

April 2024 - Present

Senior Product Designer

Cresta AI

Toronto, Canada

Working and owning a no code Gen AI platform to make automated workflows that help contact center employees to track their progress and provide coaching opportunities.

May 2022 - April 2024

Interaction Designer

Google

London, UK

Worked on release tools(CI/CD) for Google to help rollout new versions and updates to apps like Youtube, Gmail, Workspace etc to consumers all around the world

Nov 2019 - April 2022

Product Designer

VMware

India

Designed for the flagship product VMware vRealize Automation - a powerful and easy-to-use Infrastructure Automation Platform. Worked as the only designer from India for the team driving forward the initiative for providing a consumer grade experience to our users.

July 2017 - Oct 2019

UX Designer

SAP

India

Worked as the Lead Designer from Bangalore-India location to create unified experiences for the internal tools development team. Extensive collaboration with Design teams, Product Managers and Developers from global locations for user research, testing, design reviews and driving local and global projects forward.

Oct 2012 - June 2015

Sr. UI Engineer

Group10

India

Worked with front-end technologies like HTML,CSS and Javascript and frameworks like Drupal with mobileplatform development in Android to make websites and mobile applications.

Education

2015 - 2017

Master of Design at National Institute of Design, India

2008 - 2012

Bachelor of Technology at Indraprasth University, India