

# Anmol Gupta

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## SUMMARY

Product Designer skilled in interaction design, usability testing, and front-end development. Proficient in Figma, Adobe Creative Cloud, React, and WCAG accessibility. Experience in AI, and e-commerce, collaborating with cross-functional teams to enhance usability and engagement. Passionate about data-driven design.

## EDUCATION

### University of Wisconsin - Madison

Master of Science in Information Science

(Specialization in UX Design)

Course Duration: **Sep 2023 - May 2025**

GPA: **4.00/4.00**

## SKILLS

**Product Design:** Wireframing, Prototyping, Interaction Design, Usability Testing

**Tools:** Figma, Adobe Creative Cloud, Sketch, InVision, Axure

**Front-end:** Responsive Design, API Integration, Web Accessibility (WCAG), SEO Optimization

**Programming:** HTML5, CSS3, JavaScript, React, Angular, Node.js, TypeScript

**Additional:** Agile Development, Visual Design, IoT, Product Management

## CERTIFICATIONS

**Conduct UX Research and Test Early Concepts** (Google)

Credential ID: 3KDVVH8CA7QH

**Build Wireframes and Low-Fidelity Prototypes** (Google)

Credential ID: 7T66XFNQ8YDU

**Start the UX Design Process:**

**Empathize, Define, and Ideate** (Google)

Credential ID: BKAKFZ2LPVYP

**Foundations of User Experience (UX) Design** (Google)

Credential ID: VS9WPK4GY56N

**Developing Cloud Applications with Node.js and React** (edX)

Credential ID:

3820fde2707446cbb47cfd47b9205a9

**Becoming a Product Manager** (LinkedIn)

## WORK EXPERIENCE

**UX Developer** | Productive Energy Solutions | Part-time | Jan 2025 – Present  
Conducted **user research** with **30+ survey responses** and **5+ interviews**, then designed **10+ wireframes** and **3 high-fidelity prototypes** in Figma, refining navigation and visual hierarchy based on feedback.

**UX Designer** | Vosyn Inc. | Internship | Aug 2024 - Present  
Led usability assessments analyzing real-time user behavior metrics, improving **5+ core functionalities** within 12 weeks. Enhanced **task completion rates by 20%** and reduced **user errors by 30%**, aligning with project kickoff goals.

**Student Researcher** | iSchool, UW - Madison | Oct 2024 – Present  
Analyzed data from **200+ user surveys** on ChatGPT interactions, identifying **5 key usability pain points**. Compiled insights into **4 reports**, presenting recommendations.

**UX Designer** | Google | Apprenticeship | Aug 2024 – Dec 2024  
Designed 3 UI prototypes and conducted **5 usability tests** in a simulation project for Google's Autonomous Vehicles initiative. Identified **2 key UX issues**, leading to a **20% improvement in task efficiency** and refining user interaction models.

**Product** | Cuemath | Internship | May 2021 - Jun 2022  
Optimized UX for Cuemath's enterprise application, increasing **usability scores by 15%** and reducing **issue resolution time by 1 day**, improving workflow efficiency for **100+ users**.

**Web Developer** | TEIL | Internship | May 2021 - Jun 2021  
Developed a Django dashboard to **track 500+ queries**, increasing front-end performance and engagement.

## PROJECTS

**HFH ReStore Redesign** (UX Design)  
Built a **6-screen prototype** after **5+ user interviews**, improving navigation efficiency by **30%**.

**O Point O** (UX Design)  
Created a **5-screen flow** with **4 key features**, iterated based on **3 usability tests**.

**SHOEK – Online Sneaker Store** (UX Design)  
Developed **12+ high-fidelity mockups**, refining navigation using insights from **3 competitor analyses**.