



# TOSHI GUPTA

## UX DESIGNER & UI DEVELOPER

simplifying experiences for next billion users

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## EXPERIENCE

### Flipkart Internet Pvt. Ltd (Walmart)

UI Engineer, Consumer applications team | Dec 2016 - Aug 2019

- Designed and developed the Address Intelligent system for all mobile platforms to assist **users who speak native Indian languages** to fill correct delivery addresses which led to **10% increase** in successful transactions without delivery failures.
- Independently developed engagement games and recommendation features on mobile platforms that contributed to over **23 M visits** from **1.4M+ active Indian users**

**Technology used:** React, React Native, JavaScript, TypeScript, HTML, CSS, State management by flux and redux

### eBay India Pvt. Ltd.

Software engineer, Identity experience team | Aug 2016 - Dec 2016

Re-engineered registration and login flows of ebay's marketplace website to improve new user onboarding, current user login, and guest sign-in experience

**Technology used:** JAVA, Spring MVC, Maven

### Cube26 Software Pvt. Ltd.

Data visualisation intern | May 2014 - July 2014

Built a data visualization panel to track real-time user activity on mobile widget shipped on ~2M Micromax smartphones to enhance value-added services and for effective targetted marketing (**User base: 0.5M in 2014 to 5M in 2015**)

**Technology used:** jQuery, Python, Django

## PROJECTS

### Design Clinic | Pawnguru.com

UX Designer & Product Manager | Sept 2019 - Dec 2019

Performed user research to understand pawnshop owners' daily work routine, designed new workflows, wireframes, and a mobile app prototype that helps them engage better with the online customers and close more deals

### Mentorship Platform

Interaction design, Prototyping, Storyboarding | Sept 2019 - Dec 2019

Designed and prototyped a judgment-free, safe and non-intrusive mentorship mobile platform for college girls (in India) in STEM to get connected with women in the workforce based on their interests and needs

### Redesigning Transfer Bridges | College of LSA

UX Research, Contextual inquiry, Consulting | Sept 2019 - Dec 2019

Performed UX research using the method of contextual inquiry to improve the experience of students seeking transfer from local community colleges to a 4-year college at the University of Michigan by providing recommendations on scalability and approachability of the program

## EDUCATION

### University of Michigan, School of Information

MS, Human Computer Interaction | May 2021

### Birla Institute of Technology & Science, Pilani, India

B.E.(Hons.) Computer Science &

MSc.(Hons.) Economics | June 2016

## SPEAKING

**ReactFoo India 2019** | 200 attendees

'A widgetized React Native Framework'

**TinyConf 2019** | 50 attendees

'Cross platform apps using React Native'

**DevFest 2017** | 250 attendees

'Metamorphosis of the web: PWAs 101'

## ACHIEVEMENTS

**Shenomics 30 under 30** | 2018

'Lead like a girl' fellow - technology initiative

**Most innovative hack** | 2018

Flipkart Search & Reco hackathon

## SKILLS & TOOLS

### UX Research & Design

Contextual Inquiry, User interview, Competitive Analysis, Wireframing, Prototyping, Personas, Interaction Design, Graphic Design, Journey Mapping, Usability testing

### Tools & Softwares

Figma, Adobe XD, Sketch, Photoshop, Illustrator, Github, VSCode, Xcode, Android Studio, Google Analytics

### Prototyping & Development

JavaScript, TypeScript, JAVA, C/C++, HTML, CSS, React JS, React Native, Django, PHP, SQL