



TOSHI GUPTA

UX DESIGNER & UI DEVELOPER

simplifying experiences for next billion users

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SELECTED WORK

Product Manager & UX Designer | PawnGuru

Ann Arbor, MI | 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

UX Designer | T1 Diabetes Data Vis tool

University of Michigan | Jan 2020 - present

Designing and prototyping tools to support sensemaking and decision-making with patient-generated health data for Type 1 Diabetes patients by analyzing existing visualizations and implementing new task workflows as a mobile tool

UX Designer | Mentorship Platform

University of Michigan | 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

UX Researcher | Website Redesign

College of LSA | Sept 2019 - Dec 2019

Performed UX research using 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

EXPERIENCE

UI Engineer | Flipkart Internet Pvt. Ltd (Walmart)

User growth and acquisition 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.

Software Engineer | eBay India Pvt. Ltd.

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

Data Science Intern | 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**)

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, VR/AR design

Tools & Softwares

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

Prototyping & Development

JavaScript, TypeScript, JAVA, C/C++, HTML, CSS, A-frame, React JS, React Native, Django,