

# PRATYUSH GUPTA

UX Designer | Enterprise UX | Data Visualization | Research-Driven Design

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## PROFESSIONAL SUMMARY

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Research-driven UX Designer with 5+ years of experience across digital and physical product design, including 1+ year designing enterprise software. **Skilled at translating complex problem spaces into clear, usable product experiences through user research, behavioural insights, data visualization, and advanced prototyping.** Contributed to multiple B2B and B2C products across cybersecurity, travel, and service platforms, helping teams align on product direction and build scalable, insight-informed solutions.

## PROFESSIONAL EXPERIENCE

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### IndeXnine Technologies

#### UX Designer

Pune, Maharashtra

September 2024 – January 2026

- **Enterprise Dashboard UX:** Led UX and UI design for an enterprise identity security platform, owning dashboard experience, information hierarchy, interaction patterns, and data visualization improvements for complex security workflows, helping security teams more easily interpret risk signals and navigate investigations.
- **Security Investigation Workflows:** Designed remediation, actions, and policy management flows for an identity security platform, working directly with the client to simplify investigations, surface AI-generated insights, and support faster decision-making and response for security analysts.
- **Enterprise AI Security Prototyping:** Contributed to a new enterprise AI security product through high-level prototyping, component architecture, and data-visualization exploration to help teams and stakeholders align on product direction and evaluate core product experiences early.
- **Multi-product UX/UI Contributions:** Contributed to UX and UI design across multiple cybersecurity platforms and supported product teams on travel booking, financial advisory impact, and service marketplace applications, supporting product teams across both B2B and consumer-facing products.
- **Design System Foundations:** Independently initiated and defined foundations for an agent-aware design system, including component architecture, design token taxonomy and structure, accessibility standards, documentation, and scalable adoption guidelines to improve consistency and collaboration across projects.
- **Research & Discovery:** Conducted user interviews, domain research, and product discovery to inform interaction design and feature prioritization, grounding design decisions in user and domain insights.
- Designed wireframes, high-fidelity interfaces, and advanced interactive prototypes for complex workflows across B2B and B2C products, enabling clearer stakeholder feedback and faster design iteration.
- Collaborated with product owners, discovery teams, developers, and clients to iterate on designs and drive design sign-off, ensuring alignment between product requirements, user needs, and technical implementation.
- Conducted internal research to improve company processes, such as evaluating generative AI tools and optimizing backlog injection workflows to support more efficient internal design and product operations.
- Created visual content, social media assets, event collateral, and internal communications for marketing and HR teams to support company initiatives and internal engagement.

### Baaya Design

#### Product and Space Designer

Mumbai, Maharashtra

July 2017 – February 2021

- **Human-Centered Spatial Design:** Led end-to-end, research-driven design across space, interiors, product, murals, and installations for retail, corporate, and hospitality projects; applying ergonomics research, user flow analysis, and spatial information architecture to create intuitive, high-functioning environments that improved usability and spatial efficiency.
- **Workplace Design & Delivery:** Designed and delivered an 800 sq. ft. office for 25 employees by conducting workflow mapping, human factors research, and lighting studies, followed by 3D modelling, material specification, vendor coordination, and on-site supervision through completion, ensuring the space supported team workflows and operational needs.

- **Retail Experience Redesign:** Redesigned Baaya's retail flagship store using customer journey observation and behavioural analysis to restructure product zoning, improve storefront visibility, and create modular display-storage systems that enhanced browsing, product discovery, and overall customer experience.
- **Large-Scale Installations & Murals:** Designed large-scale installations and murals for hospitality and corporate clients (Hyatt Regency, Tata's Bombay House, TCS Indore), producing production-ready CAD models, fabrication drawings, and technical specifications while managing vendors and on-site execution under tight timelines to ensure successful installation and design fidelity.
- **Product Design & Craft Development:** Led concept-to-production development of a brass-inlay barware collection, applying trend analysis, material research, prototyping, and vendor negotiations to deliver a functional and premium product line within budget constraints while maintaining craft quality and manufacturability.
- Coordinated cross-functional teams during exhibition builds and large installations, demonstrating stakeholder alignment, quality control, and deadline management under high-pressure conditions.

## INTERNSHIP EXPERIENCE

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### Indexnine Technologies

Pune, Maharashtra

#### UX Design Intern (Graduation Project)

January 2024 – August 2024

- Contributed to UI and visual design across multiple client projects under the guidance of senior designers.
- Designed social media creatives, event collateral, presentations, and internal communication assets for marketing and HR teams.
- Contributed to exploratory research and early design tasks for ongoing projects.

#### Key Academic Project (completed during internship)

- Independently executed end-to-end UX, UI, and branding for a near-future pizza delivery application.
- Conducted user interviews, surveys, and extensive secondary & competitive research.
- Synthesized insights to identify opportunity areas and prioritize future-facing features using speculative design methods.
- Created user personas, journeys, wireframes, and high-fidelity prototypes.

### IIT Guwahati

Guwahati, Assam

#### UX Design Intern (Summer Internship)

May 2023 – July 2023

- Contributed to a research-driven project focused on improving educational experiences for children with intellectual disabilities.
- Conducted secondary research on disabilities, inclusive education models, and stakeholder ecosystems including caregivers, educators, and therapists.
- Synthesized research into insights to inform the structure and content of a teaching guidelines book and a companion digital application.
- Created low-fidelity wireframes and basic prototypes for key application flows.

### Inmark Exports

Greater Noida, Uttar Pradesh

#### Product Design Intern (Graduation Project)

November 2016 – April 2017

- Designed and prototyped paper-based lighting fixtures and collapsible Christmas ornaments for the export market using box pleating and material experimentation, balancing aesthetics, structural stability, and manufacturability while collaborating with production teams for scalable fabrication.

#### Product Design Intern (Summer Internship)

May 2016 – July 2016

- Explored material-led product design using Tyvek and paper to develop concepts and prototypes for collapsible lighting fixtures and decorative products for the export market.

## SKILLS

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**Design:** End-to-End Product Design, Interaction Design, UX Flows, UI Design, Data Visualization, Dashboard Design, Information Architecture, Prototyping, Design Systems, Accessibility

**Research:** User Research, Usability Testing, Contextual Inquiry, Research Synthesis, Behavioral Insights, Data-Informed Design Decisions

**Strategic:** Feature Prioritization, Product Discovery, Competitive Analysis

**Tools:** Figma, Adobe XD, Adobe Photoshop, Adobe InDesign, Miro, Hotjar, Notion, Google Workspace

**AI Tools:** ChatGPT, UX Pilot, Figma Make - UX ideation, research synthesis, screen generation

**Additional:** HTML, CSS (basic), Generative AI workflows, CorelDRAW, Rhinoceros 3D, Luxion KeyShot

## DOMAINS

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Cybersecurity | AI Security | Enterprise SaaS | Consumer Platforms | Food & Restaurant Tech

## EDUCATION

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**MIT Institute of Design**

Master of Design (M.Des.) - User Experience Design | CGPA - 7.67

Pune, Maharashtra

July 2022 – June 2024

**National Institute of Fashion Technology**

Bachelor of Design (B.Des.) - Lifestyle Accessory Design | CGPA - 8.02

Bhopal, Madhya Pradesh

July 2013 – July 2017