Darshika Gupta

UX Designer | Product design

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With 8 years of design and 3.5 years of UI UX design experience, I create digital applications for **web, mobile, and XR**, creating delightful user experiences that align **business goals with user needs**. With expertise in UX design, I transform **concepts into market-ready solutions** through intuitive, **research-driven designs**. My philosophy centers on functional, purpose-driven design where every interaction is meaningful and artistic.

Work Experience

Jio Tesseract , UX designer | Mumbai   *July 2024 - Present*

Jio Cinema , XR Platform (Under NDA)

- Worked on profile section of the Jio Cinema app basically the **Notification settings**.
- **Feature for social - Watch Party** Designed an experience to increase **engagement** while watching movies and videos for Meta Quest and Apple Vision pro

Jio TV+ , AR Glass (Under NDA)

- Working from scratch to design the complete Jio TV+ app for Reyneo AR Glass. Worked on homepage, details page and login flow.
- Created design system and components .

Organisation Accolades

- Rising innovator Award at All Hands at Jio Tesseract 2025
- Participated in Testing Process for Mr Anant Ambani at their home Antilia

ABP Network , UI/UX designer | Noida   *Feb 2023 - June 2024*

Website and Mweb redesign

- Created an extensive **Design System** for a thriving media marketplace with **130Mn+ monthly users** over **8 languages** , **20+ content topics** and **8 formats** for both website and mweb.
- Implemented **Design strategies** that resulted in **3x increase in revenue opportunities**, directly contributing to **increased business growth** and engagement.
- Redesigned SEO structure, separating topics from categories, leading to a **20% CTR increase.**
- Led the **Icon design** for the entire project, ensuring visual branding and enhancing overall UX
- The **engagement and time spent** on website is increased by **26.3% after its redesign and launch**. Achieved a **2-rank improvement** among competitors within 3 months after the website launch.
- Performed design-focused **QA testing** on interactions & elements of the beta design.

Podcast section redesign

- Redesigned the ABP News website podcast Section, creating design system to resolve inconsistencies, improving visual cohesion , **increasing traffic and engagement by 20%.**
- Enabled single-click content consumption outside the podcast ecosystem, **driving a 25% rise** in page engagement.

Roots & Rhythm Microsite
- Designed the **Roots and Rhythm micro-website for the largest music festival** which was an initiative of ABP Network , driving a 30% increase in engagement and successfully promoting concert.

Organisation Accolades
- Designed the **G20 micro-website for ABP Network**, which received recognition at the **ENBA Awards, winning Best Digital Media News Website** for G20.

Freelance , UI/UX designer | Noida   *Jan 2021- Jan 2023*

Website and Mweb redesign

- Designed a high-converting landing page for STAGE APP (featured in Shark Tank India 2), optimising user flow to drive sign-ups for a free trial.
- Created a user-centric travel website, Salty, with intuitive navigation and seamless interactions.
- Built a website and social media presence for SuKriti Bodycare, enhancing brand visibility

Pallavi Int. , Textile & graphic designer | Noida   *Mar 2018 - Jan 2023*

- Design prints and graphics for clients based in UK and US.

Ogaan , Textile & graphic designer | Noida   *Jun2017 - Feb 2018*

- Design prints , embrioderies and graphics for clients based in UK and US for their bag category

Namrata Joshipura , Textile & graphic designer | Noida   *Aug 2016 - May 2017*

- Design prints , embrioderies and graphics for clients based in UK and US for hairband & bag category

Education

National Institute of Fashion Technology   *May 2012 - May 2016*

Bachelor's in Designing (B.des)

Designboat   *Jun 2022 - Dec 2022*

UI/UX Designing

Skills

Design Skills: Design Research, Information Architecture, Rapid Prototyping, User Research, Customer Journey Mapping, Usability Testing
Technical Skills: Design Systems, Agile Scrum, User Flows, Figma, Jira
Tools: Figma ,Photoshop, InDesign, Playground AI, Ideogram AI

Achievments

- G20 Microsite recognised at the **ENBA Awards as the Best Digital Media News** Website for G20.
- A **3x revenue increase for ABP Network** through strategic website redesigns.
- Boosted podcast engagement by **25% with UX enhancements**.

Live Work Links

ABP News English   Roots & Rhythm