

Darlien Gupta.

PRODUCT AND VISUAL DESIGNER

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SUMMARY

Product Designer with 3+ years of experience in user research and digital product design. Holds a Bachelor's degree in Graphic Design. Specialized in journey mapping, wireframing, high-fidelity prototyping, responsive UI design, and usability testing. Proficient in Figma, Framer, Adobe Creative Suite (XD, Photoshop, Illustrator), Miro, and emerging AI design tools. Experienced in interaction design, accessibility best practices (WCAG), design systems, and heuristic evaluations. Skilled at collaborating in agile environments with developers and product managers. Industry experience includes e-commerce, beauty, pharmaceuticals, automotive & motorsports, and telecom sectors.

TECHNICAL SKILLS

Figma

Framer

Adobe XD

Illustrator

Photoshop

InDesign

Adobe Express

Adobe Firefly

Spline

Miro

Zeplin

Jira

Trello

Claude AI

Figma Make

Lovable AI

Midjourney

GenAI

Excel

PowerPoint

Word

Google Workspace

Loop

EXPERIENCE

Trellist · Remote

2025 — PRESENT

UX & Visual Designer

CLIENT SCCA / Sports Car Club of America

- Redesigned SCCA's website to improve information architecture, simplify navigation, and reduce overall page volume.
- Created a comprehensive sitemap to define site structure and user flows.
- Built a scalable design system from scratch, developing modular components to support a flexible, template-driven web framework.
- Designed low- to high-fidelity wireframes and prototypes across the full project lifecycle.
- Conducted development QA to ensure component consistency and alignment with the established style guide.

CLIENT MTF Biologics

- Designed social media graphics for their channels to grow followers and engagement using Illustrator and Photoshop.
- Created product brochures using InDesign and Photoshop.
- Audited their website in Figma to ensure ADA compliance.

CLIENT West Pharmaceuticals

- Designed digital advertisements and campaign banners for new product launches using Adobe Creative Suite.
- Created branded PowerPoint templates and presentations aligned with corporate identity standards.

Infosys · New York City, NY

2022 — 2025

Product Designer

CLIENT Rent-A-Center

- Conducted user research and UX audits across web and mobile to identify pain points in the furniture and appliance rental journey.
- Designed responsive wireframes and high-fidelity UI for e-commerce experiences and branded content across mobile and web.
- Synthesized insights via affinity mapping and journey mapping to inform streamlined and intuitive user flows.
- Created responsive wireframes, interactive prototypes, and design specs using Figma to visualize new navigation and information architectures.
- Delivered design documentation and presented UX strategy to align product managers, developers, and stakeholders.
- Developed and refined design system components, ensuring consistency and accessibility across digital touchpoints.

CLIENT Verizon

- Conducted user interviews, empathy mapping, and persona creation to align product features with user needs.
- Built user flows and collaborated on feature ideation, leveraging Miro and Jira to track tasks in a fast-paced environment.
- Participated in cross-functional workshops to define intuitive interactions for desktop platform experiences.
- Created data visualizations to help Verizon engineers better understand key pain points and opportunities within the user journey.

CLIENT Nu Skin

- Developed high-fidelity UI design systems and screen prototypes in Figma using branded assets for responsive mobile and web interfaces.

- Conducted heuristic audits and usability tests to uncover friction points and inform design updates.
- Led design efforts in prototyping new workflows and aligning visual design with research insights from user interviews.
- Partnered with in-house UX team to ensure seamless integration of user-centric design updates.

● RELEVANT COURSEWORK

UX Design · UI Design · Information Architecture · User Experience · Visual Design · Style Guides · Building UI Mockups and Prototypes · Wireframing · Interactive Prototypes · Interviewing · Visual Design Principles · User Interviews · Stakeholder Interviews · User Flows · Design Mockups · Storyboarding · Workshopping · Journey Mapping · Empathy Mapping · User Personas · Heuristic Evaluation · Heuristic Analysis · Competitive Analysis · Data Visualization · Affinity Diagramming · Typography · Collaboration · Usability Testing · A/B Testing · Design QA · Interaction Design · Field Research

● CERTIFICATES

Foundations of UX Design

Google

OCT 2023

Special Program for Strategic Insights, Practice, and Impact

Rhode Island School of Design

OCT 2022