Animesh Gupta

PRODUCT DESIGNER

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Lead Product Designer with 8 years of experience simplifying complex B2B and B2C e-commerce experiences for enterprise and consumers. Holds a Master's in Human-Computer Interaction, leads end-to-end design in decision-heavy environments, turning ambiguity into scalable human-centered solutions.

WORK EXPERIENCE

DELL TECHNOLOGIES, PRODUCT DESIGNER — JUL 2021 - PRESENT

- Spearheaded the redesign of Dell's product configuration, consolidating 4 configurators into a unified framework supporting multiple user segments. Delivered an MVP resulting in a 5.2% lift in average order value and 7.4% lift in revenue per visit.
- Led 5 launches within Dell's Services and Warranty space, designing enterprise and consumer support experiences that improved clarity, usability and attach rate of service plans for the POS flow.
- Lead a cross-functional journey mapping initiative to optimize PC purchasing flow, collaborating across 6 product teams, marketing, accessibility and behavior science while synthesizing 3 months of customer feedback and user interviews with research-backed personas.
- Identified current and future state opportunities for Unified Search, conducting 30+ user interviews and usability tests. Designed and implemented concepts to help users find relevant task-based information across Dell's 4 largest public websites that drives >$10B in annual revenue.
- Conceptualized and implemented generative AI integration across the e-commerce journey, partnering with PMs and engineers to launch a pilot project that enhanced the product detail page experience, resulting in an 8.8% increase in conversion rate.
- Mentored junior designers and influenced design decisions across parallel work streams.

VERITAS TECHNOLOGIES, UX DESIGN INTERN — JUN 2020 - AUG 2020

- Redesigned user flow and information architecture for web-based enterprise backup management software, improving task efficiency by 36% and increasing feature discovery by 47%.

FITTERNITY, UX DESIGNER — FEB 2019 - MAY 2019

- Collaborated with PMs and engineers to design 0-to-1 websites and enhance the search experience and product pages across iOS, Android, and web platforms impacting 11 million users in India.

GETPARKING, UX DESIGNER — JAN 2017 - JAN 2019

- Led the design of mobile apps and parking terminal systems, digitizing parking lot management processes for major smart city projects in India, enabling 39 million digital parking events across 9 Indian cities.

EDUCATION

Indiana University Bloomington — MS. in Human-Computer Interaction
NMIMS University — B.Tech. in Information Technology
Sikkim Manipal University — B.Sc in Animation & Multimedia

AWARDS & PUBLICATIONS

IDZ Berlin UX Design Award - Nominated for One Configuration
Human Robot Interaction '21 Companion - Musically Assistive Robot for the Elderly in Isolation

SKILLS

User-centered Design, Design Systems, Interaction Design, Information Architecture, Prototyping, Usability Testing, Accessibility Standards, Surveys, Card Sorting, Wireframing, Visual Design, Color Theory, Micro-interactions, Animation, Journey Maps, Affinity Mapping, Roadmap Planning, Prioritizing, A/B Testing, Heat-maps, Cross-functional Collaboration, Mentorship, Figma, HTML, CSS,