

VIDUSH GUPTA

PRODUCT DESIGNER (Interaction + Experience)

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EDUCATION

CEPT University

Highest GPA in cohort (4.5/5.0);
Academic Excellence Award, 2025

Bachelor of Design

Graduated June 2026

IPCB, Portugal

Merit-based exchange; interaction
design, wayfinding, materials

Exchange Semester, Fall 2024

SKILLS

Product Interaction design,
information architecture, user flows,
prototyping, product specs

Research User interviews, surveys,
field studies, personas, heuristic
evaluation, accessibility audits
(WCAG), competitive analysis

Tools Figma, Illustrator, Photoshop,
InDesign, Lottie

Build Claude Code, Codex, Git,
Vercel, Shopify

CAD SolidWorks, Rhino, KeyShot

LANGUAGES

English (native), Hindi (professional
working; research interviews),
Spanish (basic)

EXPERIENCE

Kobble (Srivco)

Sep 2024 – Present

Product Design Consultant

First and only designer on a pre-launch dating product for Indian Gen-Z:
research, information architecture, feature specs, selected UI. Reframed the core
gesture from like/dislike to interaction/dismissal, restructuring the product.

In For The Cause

Aug 2026 – Present

Brand & Digital Designer (Contract)

Resolved four competing identities for a disability-livelihoods nonprofit into one
brand system, repositioning it from a charity frame to a merit-and-proof frame.
Built the identity to WCAG contrast and set up its Shopify store end to end.

PwC India

Mar – Jun 2025

UI/UX Intern

Four client projects in four months across telecom, energy retail, B2B
marketplace and government. Sole designer on an energy-retail site revamp;
sole-authored a heuristic and WCAG audit of a telecom plan-selection flow.

Desmania Design

Jul – Sep 2024

Transport Design Intern

Sole designer on a waterless lavatory for Indian Railways' electric locomotives,
built for women loco pilots. Team research found 90-day service gaps, so
cleanability led. Selected over rival firms, approved, prototyped, later shelved.

PROJECTS

Traces

Studio

[CEPT University](#)

Jul – Dec 2025

Design research on dating apps, testing hypotheses from live product work. 16
interviews and a matching experiment (14 students, three real matches) showed
user archetypes competing for incompatible outcomes.

Unflattening

Thesis

[CEPT University](#)

Jan – May 2026

Built a method turning science-fiction story-worlds into design briefs, so
designers work from assumptions other than their own. Tested the framework
with five designers; shipped it as a live web platform.