

# VIDUSH GUPTA

## DESIGN STRATEGIST + RESEARCHER

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## EDUCATION

### CEPT University

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

### Bachelor of Design, 2021 – 2026 IPCB, Portugal

Merit-based exchange;  
interaction design, wayfinding,  
materials

### Exchange Semester, Fall 2024

## SKILLS

**Build** React, Next.js, TypeScript,  
Shopify, Claude Code, Vercel

**Research** Semi-structured  
interviewing, survey design, heuristic  
evaluation, WCAG audit

**Design** Figma, Illustrator, InDesign,  
Photoshop

**CAD** SolidWorks, Rhino, KeyShot

## LANGUAGES

English, Hindi (working proficiency),  
Spanish, Bengali

## EXPERIENCE

### In For The Cause

Aug 2026 – Present

#### Brand & Digital Designer

Resolved four competing identities for a disability-livelihoods nonprofit into one coherent brand system, repositioning it from a charity frame to a merit-and-proof frame. Built the identity system, typography and template suite to WCAG contrast standards.

### Kobble (Srivco)

Apr 2024 – Present

#### Product Designer

First and only designer on a pre-launch dating product for Indian Gen-Z, joined at concept stage. Own the 421-category taxonomy behind the platform's data model, and reframed the core swipe gesture from a like/dislike binary into an interaction/dismissal model that reshaped the product.

### PwC India

Mar – Jun 2025

#### UI/UX Intern

Worked across four client projects in four months, spanning a B2B marketplace, energy retail, telecom and government. Sole-authored a heuristic and WCAG audit of a telecom flow, and contributed to a full UI overhaul for a B2B marketplace.

### Desmania Design

Jul – Sep 2024

#### Transport Design Intern

Sole-authored a waterless lavatory design for Indian Railways' WAG-9 and WAP-7 electric locomotive fleet, addressing hygiene needs the existing units were never designed for. Site research and interviews with two women loco pilots, conducted with the design team, shaped the brief; the design itself was selected over competing submissions, approved by Indian Railways, and built as a full-scale prototype.

## PROJECTS

### Unflattening

Thesis

CEPT University

Jan – May 2026

Built and validated a repeatable method for turning science-fiction story-worlds into design briefs, then shipped it as a live web platform. Tested the framework with five practising designers in a structured study.

### Traces

Studio

CEPT University

Jul – Dec 2025

Ran 16 interviews and a live matching experiment pairing 14 students by value fit, producing three real matches. Found that user archetypes compete for structurally incompatible outcomes, a systems-level read of a two-sided market.