

toshi.100692@gmail.com
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Toshi Gupta

Product Designer and Developer

EDUCATION

University of Michigan, Ann Arbor

Aug 2019 - Dec 2020 (Graduated)

Masters in Information,
Human Computer Interaction

Birla Institute of Technology & Science, Pilani

Aug 2011 - Jun 2016

B.E. (Hons.) Computer Science
MSc. (Hons.) Economics

SKILLS

UX Design and Research

Wireframing, Prototyping, Interaction Design,
Graphic Design, Journey Mapping,
Contextual Inquiry, User Research,
Information Architecture, User Interviews,
Usability evaluation, AR Design,
VR Prototyping, 3D modeling, A/B Testing,
ADA Accessibility, Universal Design,
Voice Interface Design

Tools & Softwares

Figma, Adobe Creative Cloud, XD, Sketch,
Photoshop, Invision, Illustrator, Unity,
ARCore, ARKit, Vuforia, SketchUp, Github,
VSCode, Webflow, Adobe Premiere Pro, JIRA

Development & Prototyping

JavaScript, TypeScript, Python, JAVA, C/C++,
HTML, CSS, C#, A-frame, React JS, React
Native, Django, D3.js, highcharts.js,
Data structures & algorithms

ACCOMPLISHMENTS

Extended Reality Fellow, 2020

Awarded a fellowship by XR initiative at UofM

Speaker at ReactFoo, 2019

Topic: A widgetized React Native Framework

Shenomics 30 under 30, 2018

Recipient of "Lead like a girl" fellowship

Speaker at DevFest, 2017

Topic: Metamorphosis of the web: PWAs 101

EXPERIENCE

Graduate Student Instructor | AR/VR Application Design (SI 559)

Sep 2020 - Dec 2020, University of Michigan

Helped **90** graduate students to understand concepts in design and prototyping of AR/VR/MR applications under Prof. Michael Nebeling.

UX Design Intern | Illumina Inc

Jun 2020 - Aug 2020, San Diego (CA)

Led the product design of a cloud-based error lookup and management tool used by customer support and instrument developers of 21 DNA sequencing instruments. Collaborated with PMs and engineers to ship this tool which reduced customer support response time by **30%** and increased developer efficiency by **20%**.

Product Designer | Center for Academic Innovation

Jun 2020 - Aug 2020, University of Michigan

Collaborated with XR developers and scriptwriters to ideate, sketch and design virtual reality based training simulations for chemotherapy training, nuclear reactor experiments, and physics lab for **300** students at the University of Michigan.

Product Designer | Upraised

Jun 2020 - Aug 2020, University of Michigan

Led the UX and visual design of global community-based mobile application to engage product managers at all experience levels through product observations. Helped increase daily active engagement by **35%** from users across all **5** countries around Asia, Europe and North America.

UI/UX Developer | Flipkart (Walmart)

Dec 2016 - Aug 2019, Bangalore (India)

Designed and developed checkout and payment flows to ship an address intelligence system to manage delivery experiences for **100M+** users. Worked with order management operations in deciding workflows resulting in a **10%** increase in completed payments without returns.

RESEARCH PROJECTS

Hololens AR Grocery Shopping

Aug 2020 - Dec 2020, University of Michigan

Performed UX research on user behaviors during grocery shopping while navigating large stores with diverse international food and cultural barriers.

Prototyped an augmented reality application for Hololens on Adobe Aero and Unity to enable smart navigation and intelligent information augmentation.

Type 1 Diabetes Data Viz mobile tool

Jan 2020 - Aug 2020, Research Prototyper at University of Michigan

Designed and prototyped web-based data visualizations workflows to support data-driven sensemaking for Type-1 diabetes patients through sensor generated data.