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# Toshi Gupta

## Product Designer

## Education

*2019 – 2020*
**Master's in HCI**
University of Michigan, Ann Arbor

*2011 – 2016*
**Bachelor's - Computer Science**
**Master's - Economics**
BITS Pilani, Pilani Campus, India

## Accolades

Extended Reality Fellow, 2020
Speaker @ReactFoo, 2019
Shenomics 30 under 30, 2018
Speaker @DevFest, 2017

## Skills

**UX Design & Research**

Contextual inquiry interviews
Storyboarding
Prototyping & Wireframing
A/B Testing
Heuristic/Usability Evaluation
Graphic Design
AR/VR Design

**Tools & Technology**

Figma | Sketch
Adobe Photoshop/Illustrator
Unity
Webflow
JavasSript/TypeScript
HTML/CSS

## Experience

Dec 2021 – present | Illumina Inc | San Diego, CA

**SENIOR INTERACTION DESIGNER**

Leading interaction design for Illumina's next generation lab management software that aims to simplify sample handling for ~60 labs across globe.
Conceptualizing and designing screen and tangible interface interactions for seamless lab automation via robots and ~21 sequencing instruments.
Leading cross-team collaboration with UX researchers, PMs, engineers and lab scientists for prototype testing & final product shipping.

Apr 2021 – Dec 2021 | Illumina Inc | San Diego, CA

**INTERACTION DESIGNER**

*Illumina Connected Analytics*

Designed modules, components and flows for cloud platform to analyze high quality genomics data leading to 50% faster data querying.
Facilitated usability research via diary study for beta release with UX researchers and PMs to acquire feedback from 11 enterprise customers.

*Illumina Informatics eComm*

Led product design for enhancement of commercial systems for software purchasing and onboarding experience for new/existing users.
Designed flows to remove manual touchpoints which reduced registration steps by 30%, enabling users to successfully self-onboard.

Dec 2016 – Aug 2019 | Upraised | Ann Arbor, remote

**PRODUCT DESIGNER**

Led end to end UX and visual design of a global community-based mobile platform to engage product managers at all experience levels through their product observations.
Designed gamified flows to increase daily active engagement by 35% from users across 5 countries from Asia, Europe, and North America.

Dec 2016 – Aug 2019 | Filpkart (Walmart) | Bangalore, India

**UI/UX DEVELOPER**

Designed and developed the checkout and payment flows to ship an address intelligence system to manage wrong and incomplete delivery addresses for 100M+ diverse Indian users.
Collaborated with the order management and operations teams in deciding workflows that led to a 10% increase in successful payments without returns.