Ashwinikumar Gupta

Sr. Product Designer



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Product Design · Motion Design
Design Systems · Tech Ops

Experiences

Product & Service Design Consultant
Skipper Coach
Mar 2026 - Present

Researched & designed the enrollment flow and edge-case handling for Shivpriya Arora's strength-coaching program across WhatsApp and other comms channels, built and ran the stack solo (dev, automation, payments) behind **170+ enrollments** across 5 cohorts in 7 months, **generating ~₹9L revenue** across India, US, UK, Canada, UAE, Pakistan, Indonesia, and Singapore.

Senior Product Designer
Mondee
May 2024 - Feb 2026

Launched **Abhee (0→1)**, Mondee's AI-first entry into Indian D2C travel — owned Home, Experience Details, Plan Details, and the itinerary builder. Shipped fast: a pitch video in 9 days, a marketing site in 3 weeks (team of 3). **~400**/~780 QA bugs filed pre-beta. Redesigned review criteria around a 1–10 self v/s manager rating system, cutting VP sync time **~50%**, and **mentored 2 designers** using rating-gap data to set growth goals.

Faculty (UI Design)
École Intuit Lab
Sep 2022 - Mar 2024

Part time role • **Evolved the UI curriculum** into a 0→1 learning track and **mentored** 6-month **graduation projects** from concept to delivery.

Product Designer
Blinctrip
Jun 2023 - Apr 2024

Presented AI-first product concepts across **multiple investor pitches** leading up to Blinctrip's **acquisition** by Mondee. Designed a quality-first flight listings card (on-time performance, amenities, etc) and co-led the stay booking redesign, validated through user interviews. **Co-created design system** "Neo Atlas" and built a cross-team handoff process — cut weekly sync **33%**, sped up dev-ops turnaround **50%** in 2 months.

UI/UX Designer (Team Lead)
Please See
Jan 2022 - Aug 2022

Led the UI/UX vertical, growing the **team 2→8** and increasing average **project billing ₹2.5L→₹10–12L**. Designed the founding e-commerce UX/UI for Meatigo (D2C grocery) — now **500K+ installs** and a **4.8★** App Store rating, iterated on since by their in-house team.

Experiences (Cont.)

Junior UI/UX Designer

Please See
Jun 2019 - Dec 2021

Initiated and built the UI/UX design capability during the pandemic, executing brand and UI work across digital, social, and physical touchpoints for clients including Stranger & Sons, Scootsy (acq. by Swiggy), Pine Labs, Hyatt Dining Club, Matrix Partners (now Z47)

Motion Design Intern

Animal
Jan 2019 - Apr 2019

Created motion-led brand films and digital assets for clients including WeWork, Adidas, Times Internet and Budweiser.

Education

École Intuit Lab

Postgrad Diploma • UI/UX Design
Awarded **gold medal** in academics

Pad. Dr. D. Y. Patil Applied Arts & Crafts

Bachelor's Degree • BFA-Applied Arts
Ranked **1st with a distinction** in Academics. Won silver medal in Best Communication Design Campaign (3rd Yr)

Skills

Product & Design

Product Strategy, 0→1 Product Design, Design Systems, UX/UI Design, User & Design Research, Interaction Design, Conversational UI / Voice-first Design

Design Technologist

AI-assisted coding & Rapid Prototyping (Claude Code, Figma Make, Lovable, Replit)

Systems & Ops

Design Operations, Cross-functional Collaboration, Stakeholder Management, Design Mentorship, Accessibility

Tools

Build

Automation

Interests





