

Aparna Gupta

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SUMMARY

Product Designer with **4+ years** crafting end-to-end mobile experiences across **payment flows, e-commerce, fintech**, and digital media. Proven in 0→1 builds and data-driven iteration using A/B testing and analytics. Experienced across B2C consumer apps in mobility, e-commerce, and digital publishing with a focus on personalization, engagement, conversion optimization, and user retention.

EXPERIENCE

Hindustan Times Digital Media | *Product Designer*

May 2024 - Dec 2025 | Gurugram, India

- Revamped Hindustan Times app by identifying UX gaps, driving a **5%** increase in D1 retention and scaling DAU from **31k to 42k** within one month of launch.
- Experimented with multiple A/B tests for onboarding flow for mweb, increasing login success rate from **4% to 7.5%**
- Created quizzes and polls, increasing CTR from **2.5% to 4-6%**; during Olympic CTR peaked at **16-19%**.
- Improved scroll depth and page views per session for 17.2M users, raising article PVs from **3% to 8.5%**.
- Designed voucher distribution feature with **21% CTR**.
- Redesigned bottom navigation, driving 60k clicks/day (0.7 CTR)
- Designed personalization features to boost reader relevance.

Park+ | *Product Designer I*

Jun 2022 - May 2024 | Gurugram, India

- Designed **end-to-end payment journey** across 10+ transactional products for Park+ app — **covering product / service selection, payment method selection, checkout flow, transaction status, and post-payment confirmation** —contributing to **12% reduction** in payment-related support queries, **reducing drop-offs** and improving payment success perception across B2C app users.
- Identified friction points in **checkout flow** through user research and **A/B testing**; optimized **high-frequency payment** experiences such as valet parking and FASTag recharge for **speed, trust**, and minimal user effort.
- Led the redesign of an e-commerce platform, increasing conversion rates by **12%** through user research and business insights.
- Created and implemented a Design System with the team to ensure a consistent user experience.
- Conducted **A/B tests** and analyzed KPIs, boosting engagement by **42%** on gamification products.
- Collaborated cross-functionally with product, engineering, business, growth, and marketing teams to meet product goals.

Bhumi itech | *UI/UX Design Intern*

Jan 2022 - May 2022 | New Delhi, India

- Built an **ed-tech** LMS(learning management system) platform for cybersecurity training for students and employees.
- Implemented responsive design by created screens for mobile, laptop and desktop screens.
- Incorporated material UI guidelines to design the platform.
- With extensive research work, our team tried to build an interactive user experience for learners and trainers on the platform.

EDUCATION

B.Arch | *Faculty of Architecture and Planning, AKTU (7.65 CGPA)*

2016 - 2021 | Lucknow, India

SKILLS

Tools

Figma · Framer · Miro · Jira · Notion

Data analytics & heat maps

Metabase, MoEngage, GA4, Microsoft Clarity, Mixpanel

Product Design

User Journeys, UX Flows, Interaction Design, Information Architecture, Wireframing, High-Fidelity Prototyping, Low-Fidelity Prototyping, Responsive Design, Mobile Design, Micro-interactions, Design Systems

Research & Optimization

User Interviews, Usability Testing, Secondary Research, Competitor Analysis, Field Research, Funnel Analysis, A/B Testing, Metrics Interpretation, Insight Synthesis, Conversion Optimization.

AWARDS & HONORS

Employee of the month - Awarded twice for exceptional performance and showing consistent dedication and excellence within the team