

Abhinandan Gupta

Product Designer • UX Researcher

[LinkedIn](#) • canvasofabhi.com • abhigupta1598@gmail.com • + 91 8800525418

PROFESSIONAL EXPERIENCE

BUSINESSONBOT (YC W21)

Bengaluru, IN (Onsite)

Product Designer

Jan 2025 – Present

- Built BusinessOnBot's user research infrastructure from the ground up, running workflow studies with brands like Mokobara, ClayCo, and MyBageecha that directly shaped features including the Attribution Engine, platform information architecture, and template selection.
- Led Project Echo, an AI pipeline built with an engineering partner that mines support tickets for UX signal; it analyzed 2,306 tickets in four months and surfaced 1,280 as UX-actionable, with 45% of that pain concentrated in just two builder gaps that reshaped the roadmap.
- Diagnosed why BusinessOnBot's own popup was losing acquisition data to third-party tools like Wisepops and Poptin, then redesigned and shipped it end to end, growing adoption from 2% to 29% of D2C brands and recovering 2,00,000+ customer records that had been leaking to competitors.
- Owned product design end to end for BusinessOnBot, shaping PRDs across 24+ shipped features involving, onboarding, monetization, integrations, conversational interfaces, node editors, analytics and more across Webapp and mobile app, authoring several myself and driving the rest with the product team.

SKILLGIGS

Houston, TX (Remote)

Product Designer

Jun 2024 – Oct 2024

- Researched credentialing automation for US healthcare workers; the redesign is projected to cut nurse credentialing time from weeks to minutes.
- Ran an impact analysis that surfaced a data risk in a feature before release and pushed the team to fix it.
- Audited the product for consistency, then built a style guide and component library engineering could build from.

MRIKAL STUDIO

Gurugram, IN (Onsite)

Product Designer

Feb 2023 – Apr 2024

"Scriptless Automation Testing" (SaaS, B2B)

- Contributed to a redesign of the automation testing SaaS platform, from experience to visual direction.
- Presented and defended design proposals directly to product owners and C-level executives, and won buy-in.
- Ran sprint planning and tech handover meetings in an agile environment.

"E-commerce App" (Android & iOS mobile app, B2C)

- Designed and delivered a high-fidelity prototype for a takeaway shop app, letting customers order QSR and FMCG products from our Bangalore outlet.

INDEPENDENT / FREELANCE

Noida, IN

Scientific Communicator / Illustrator

June 2020 – June 2022

- Collaborated with scientists during college internships to visualize and communicate their research through illustration; work published in journals including Biomedical Advances and Journal of Medical Virology.

CERTIFICATE

NEXTLEAP

Gurugram, IN

Product Design Fellow / Apprenticeship

Jun 2022 – Jul 2022

Studied the visual design principles of typography, layout, graphics, media, and color. Graduation project: a climate-tech concept helping users shop more sustainably.

EDUCATION

AMITY INSTITUTE OF NANOTECHNOLOGY, AMITY UNIVERSITY

Noida, IN

Bachelor of Technology + Master of Technology (Nanotechnology)

May 2017 – Jun 2022

SKILLS

- Research skills: A/B testing, usability testing, gap analysis, impact analysis, rapid iterative testing, user research.
- Design skills: Design systems, interaction design, branding, and archetypes.
- Tools: Figma, Adobe Creative Suite, Framer, Spline, Jira, Basecamp, Claude.
- Data: Google Analytics, Inspectlet, Mixpanel, Microsoft Clarity.

REFERENCES

(Phone numbers can be shared on request)

- **Aditya Chintapalli**,
Co-founder at BusinessOnBot
aditya@businessonbot.com
- **Gouthami P**,
Human Resources at BusinessOnBot
gouthamip@businessonbot.com