

AKASH GUPTA

akashgogupta@gmail.com | 217.419.3455 | Website: www.akash-gupta.com

SUMMARY

I am passionate about launching delightful products and experiences while working cross-functionally in strategy and implementation. I have multi-vertical experience spanning across eCommerce, ed-tech and apps with a skillset in agile UX design/ UI development within the product development lifecycle.

EXPERIENCE

Staples, Inc | B2B & B2C eCommerce Framingham, MA
Front End & UX Lead (Sep 2014 – Present)

Formulated UX strategy and developed responsive UI for over 8 business initiatives spanning across the product development lifecycle.

- *eCommerce Platform Migration*: Moving to a new technology stack resulted in cost-savings of ~\$1.5m and increased website performance by 100%.
 - Created product roadmap for and managed product development and launch by working in agile sprints and bi-weekly releases
 - Led a cross-functional team of 2 designers and 2 front end-engineers to design new UX and consume micro-services and APIs
- *Enhanced Order Tracking Experience*: Efforts generated annual cost-savings of \$100k and increased customer engagement by 21%.
 - Assessed competitors and defined user flow via wireframes
 - Worked in design sprints to develop UI components such as breadcrumbs, dynamic progress bars and modal windows
- *Customer Reviews Integration*: Efforts resulted in increased revisits by 18% and revenue through return customers by 15%.
 - Evaluated and collaborated with external IT vendor, YOTPO to redesign reviews based on Staples brand identity
- *Favorites List Sharing*: Efforts generated ~\$2m increase in run-rate revenue and 60,000+ unique users
 - Created user personas to design customer-centric experience
 - Built customer list sharing capability using HTML, CSS & JS libraries

Visual Classrooms | Ed-tech collaboration SaaS startup Boston, MA
Product Lead (Sep 2012 – Jun 2014)

Designed and co-developed interactive product features to improve student collaboration and learning experience across the platform.

- Prioritized product features and performed iterations based on feedback from heuristic evaluations, usability tests and design
 - Launched MVP with 16 high schools, 3 colleges and 1000+ students
 - Enhanced teacher-student engagement by developing product features such as posts, comments, visualizations and analytics

Tufts Open Courseware (OCW) | Learning platform Boston, MA
UX Consultant (Jan 2013 – Sep 2013)

Collaborated with content strategists, visual designers and developers to redesign the legacy platform and launch new user flow and experience

- Efforts resulted in increased average session duration by 20%, decreased bounce rate by 10% to boost the platform's user engagement

AREAS OF EXPERTISE

Product Strategy
User Experience Design
Agile UI Development
Cross Platform Design
Statistics & Data Analytics

SKILLS

RESEARCH

Qualitative: Interviews, Competitive Analysis, Personas, Usability Testing
Quantitative: Google Analytics, A/B Testing, Statistical Data Analysis

DESIGN

Balsamiq, Axure, UXPin, Sketch, Adobe Creative Suite (PS, Ai, Fw)

DEVELOPMENT

HTML, CSS, Angular, Twitter Bootstrap, D3.js, JavaScript, jQuery, MongoDB, Node.JS, Drupal, Wordpress, JIRA, Git, Github, QA

EDUCATION

Tufts University

M.S. Human Factors
Engineering
Aug '12 – May '14

University of Illinois at Urbana-Champaign

B.S. Industrial Engineering
Sep '08 - May '12

Product School, NYC

Product Manager
Summer 2016

Thinkful, NYC

Front-End Web Developer
Summer 2014