LYRIC GUPTA

Product Designer

CONTACT

+91 776 787 7668
lyricg654@gmail.com
https://www.linkedin.com/in/lyric1111/
https://www.behance.net/lyricgupta

EDUCATION

BACHELOR OF DESIGN

Narsee Monjee Institute of
Management Studies

AS & A LEVELS

Daffodil International School
2020 - 2022

IGCSE

Anisha Global School
2018 - 2020

CERTIFICATIONS

User Research - Methods and Best
Practices - IxDF

Mobile User Experience (UX)
Design - IxDF

Human Computer Interaction -
IxDF

Emotional Design - How to Make
Products People Will Love - IxDF

Design Fundamentals - NID NODE

Skype - a - thon - Microsoft

SKILLS

Design Research
Data Collection
Insight Mapping
Ethnographic Research
Data Visualisation
Visual Communication

WORK EXPERIENCE

Product Designer @ Weave Design

Jan, 2025 - Present

- Led end-to-end product design for multiple client modules, including UI screen development, UX research, and user workflow analysis to optimize client experiences
- Conducted data analytics to derive actionable insights for product improvements while collaborating across teams to implement user-centered design solutions

Design Researcher @ Dharma Life Labs

May, 2024 - Sep, 2024

- Leading a research project to evaluate the effectiveness of Dharma Life Labs' e-learning platform for rural populations.

Brand Design Intern @ Sudeha

Nov, 2023 - Mar, 2024

- Research and design the brand manual according to the needs of the stakeholders and appeal to the customers
- Design the entire packaging line of 20+ skincare products

Creative Head @ Rotaract Club of New Bombees

Jul, 2024 - Jul, 2025

- Research and design the brand identity of the club and lead the creation of posters, posts, etc.

Graphic Design Intern @ Zen Digital Media

Jan, 2023 - Mar, 2023

- Plan, prepare, design, and execute the design of professional graphic artwork including, but not limited to, digital graphics for billboards, digital displays, posters and banners

UI/UX Design Intern @ Unbound

Mar, 2021 - Aug, 2021

- Uncovered 12+ user needs through design thinking research and analysis.
- Built a low-maintenance e-learning platform using Low Code/No Code tools.