

Himanshu Gupta

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Product Designer who makes complex AI systems usable by people who aren't technical. Currently own the end-to-end product experience at Aampe, turning ML personalisation infrastructure (reward functions, multi-armed bandits, content engines) into tools marketing teams use daily. I design in Figma and ship in React/TypeScript, prototypes become production code, not handoff specs.

EXPERIENCE

Product Designer, Aampe

Remote · Feb 2025 – Present

AI personalisation platform where autonomous agents decide what message each user gets, when, and through which channel, optimising millions of sends per week for enterprise clients.

- **Architected the Reward Function Builder**, the core workflow letting non-technical customers define what "success" means per message type. Iterated with enterprise customers (Taxfix, Deezer) to solve a problem that previously required engineering support.
- **Designed the Label Weights system**, replacing raw editable ML weights (0.89, 0.70, 0.67) with read-only percentages and bar indicators after testing showed users had no basis to judge decimal scores. Reframed event quality labels from "unsuitable" to "low signal", shifting tone from limitation to capability.
- **Built the Audience Builder** with 3-level hierarchical nesting and code-style bracket indexing, translating complex segmentation logic (AND/OR, event frequency, time windows, exclusions) into a visual interface.
- **Designed Content Sharing and Role-Based Permissions** (Reader, Editor, Manager, Admin) with bulk sharing and permission visibility indicators, enabling 100+ users to safely co-edit within the Composer.
- **Shipped an LLM workflow for AI-powered message generation** using Anthropic's Claude API via a Cloudflare Worker proxy, with per-component prompt engineering for generating message alternates at scale.
- **Structured Aampe's Knowledge Hub on Mintlify**, designing the information architecture across Agentic Infrastructure, Content, Message Setup, Surfaces, Analytics, and Measurement. Configured typography, SEO, and navigation for the customer-facing docs.
- **Delivered production-quality code**: all prototypes shipped as React and interactive HTML that routinely becomes the foundation for production implementation, materially cutting design-to-dev handoff time.

Senior Product Designer, UX Labs

Singapore (Hybrid) · Mar 2022 – Jan 2025

Design consultancy serving fintech, manufacturing, and edtech clients. Led design across 15+ projects, establishing design systems and UX strategy for each engagement.

Contract: Lendingkart (Fintech Unicorn)

- Overhauled the Business Loan Android App, streamlining onboarding-to-disbursal and reducing drop-offs at each stage. Partnered with IDEO on Account Aggregator GTM concept validation, from research through high-fidelity prototypes.

Contract: Dover (Global Manufacturer, US)

- Redesigned CDS Dover, a factory-floor web app for product assembly/disassembly, improving task-completion efficiency for line workers. Extended the application to AR/VR/MR platforms for spatial

computing integration.

Additional clients: Capri Global, Ken42, Interleap, QiCap.Ai, and 3+ more.

No Code Developer, Nocoloco

Singapore (Hybrid) · Mar 2022 – Dec 2024 · concurrent with UX Labs (sister company)

- Designed and built Figma-to-Framer products enabling clients to take websites live in 4 days.
- Helped startup founders ship Framer sites in a few sprints with complex interactions and responsive design.
- Led redesign of "Framer Discovery," helping 100+ students discover Framer.
- Developed and maintained a design system of 50+ responsive Framer components.
- Clients: 1990 Research Labs, 8 Seats, Darna by Aldar.

Product Designer, Medcords

Kota, India · Jan 2021 – Jan 2022

- Revamped order management for Aayu (B2C) and Sehat Sathi (B2B) apps, 50% increase in successful orders.
- Simplified information architecture and workflows of the customer-facing app.
- Designed a promotional site that 3x'd engagement on Sehat Sathi.
- Co-established a mini design system for consistency across apps, expediting development.
- Products: Aayu (B2C), Sehat Sathi (B2B), Aayu PWA (B2C).

Web Design, Freelance

Remote · Sep 2020 – Jan 2021

- Designed and built high-converting landing pages for businesses and social campaigns.
- Designed marketing collateral (T-shirts, posters, social) driving conversion for SMBs in Chandigarh.

UX/UI Intern, Lollypop Design Studio

Remote · Jun 2020 – Aug 2020

- Supported the research team exploring the dynamics of human connection in online environments.
- Contributed to workflow design for an app delivering digital experiences to its customers.

EDUCATION

Digital Product Design Intensive (DPDI), Xperian School

Sep 2021 – Jan 2022

- 5-month bootcamp on the deeper aspects of Digital Product Design.
- Studied User Research, Value Proposition Design, and UI under Karthi Subbaraman and the Xperian team.

Foundation Programme, SASI Creative Institute of Design

Mar 2019 – Mar 2020

- Studied fundamentals of design under Professor Singanapalli Balaram.

Bachelors in Commerce, Panjab University, Chandigarh

Mar 2015 – May 2018

- Studied core business disciplines; volunteered with NGOs and college societies.
- Led the design and tech team of the Commerce & Management Society.