

# Dipesh Gurav

Product Designer & UX Strategist

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## PROFESSIONAL SUMMARY

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Innovative product designer with 12+ years of experience creating user-centered digital products used by millions. Combines strategic thinking with behavioral design principles to deliver measurable business impact. Specializes in complex systems, AI interfaces, and cross-cultural user experiences.

## KEY ACHIEVEMENTS

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- Creator of the Aatmnirbhar Bharat (Self-Reliant India) logo, now used by government officials and 90% of Indian manufacturers as a symbol of national self-reliance.
- Designed TaskGPT, an AI productivity suite integrating OpenAI, Palm 2, and LLaMA models, reducing call handling time by 20% and improving operational efficiency across 14 countries.
- Built YourHour, a digital wellness app with 2+ million downloads across 22 languages, achieving a 4.6 rating with 80,000+ reviews by implementing behavioral psychology techniques.
- Developed the Persona-Centric Analysis Framework that improves user onboarding by 15%, now applied across TaskUs's global operations.

## PROFESSIONAL EXPERIENCE

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### TaskUs - Lead UX UI Designer

Apr 2021 - Present - Remote

- Led end-to-end design for TaskGPT, creating intuitive interfaces for complex AI functionality that reduced operational costs while improving user satisfaction metrics.
- Directed UX strategy for EvaluateUs assessment platform, increasing result accuracy by 70% and saving clients approximately \$12,000 monthly through improved efficiency.
- Created LevelUp gamification ecosystem with interactive scoreboards and 3D assets, improving daily user engagement by 40% and establishing new behavioral design standards.

### Mind-E-Fy Technologies - Product Designer

Mar 2017 - Feb 2021 - Indore, MP

- Designed YourHour using behavioral psychology principles, creating digital wellness features that demonstrably reduced screen addiction patterns among 2+ million users.
- Conducted extensive user research (300+ participants) for JEGO streaming platform, incorporating ergonomic adjustments that increased usability satisfaction by 25%.
- Developed GreenBill digital invoicing system with an innovative Scalable Usability Testing Toolkit that resolved 85% of usability issues during initial design phases.

### Artist Banda - Product Design Consultant

Bangalore, KA

- Designed the Repos ecosystem integrating energy delivery and fintech solutions, creating a unified user experience across multiple touchpoints and business functions.
- Created ZuQA API testing tool using progressive disclosure techniques, reducing cognitive load and decreasing technical onboarding time by 15%.

## SKILLS & EXPERTISE

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**Design Strategy:** UX Vision, Product Roadmapping, Design Systems, Behavioral Design, Gamification, Accessibility

**Research Methods:** User Research, Usability Testing, Journey Mapping, Ethnographic Studies, Data-Driven Design

**Technical Proficiency:** Figma, Adobe Creative Suite, Framer, Webflow, HTML/CSS, 3.js, AR/VR Integration

**Leadership:** Agile Methodologies, Cross-functional Collaboration, Design Mentorship, Sprint Planning

## EDUCATION

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Interaction Design Foundation - UXD, UID, IxD Certification (2015)

Maya Academy of Advanced Cinematics - AD3D Edge+ Includes Design, Animation, and VFX (2012-2014)

Bachelor of Commerce with Computer Science - B.Com + CS (2014)