

TARANG GUPTA

USER EXPERIENCE DESIGN LEADER



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SKILLS

User Experience Design
Interaction Design
Product Design
Information Architecture
Prototyping
User Research
Data Visualization

UX Strategy & Leadership
UX Hiring
Mentorship
Agile Scrum Process

Pencil & Paper Sketching
Sketch App
Adobe Creative Suite
HTML & CSS
Writing
Photography
Painting

VECTRA NETWORKS, INC.

Director of User Experience

Jul 2016 - Present

- Leading the user experience team at Vectra Networks, a machine-learning-based cyber security startup.
- Setting UX direction for the company's products while forging durable relationships with customers to gather feedback early and often.
- Nurturing a robust UX culture within the company by actively hiring, cultivating talent, and mentoring the team.

Principal User Experience Designer

Sep 2013 - Jul 2016

- Envisioned and drove all aspects of design and user research to deliver a responsive and full-featured network security solution from conception to launch.
- User adoption grew from 0 to 150+ smb and enterprise customers during my tenure as the UX lead.
- Used agile-inspired processes to consistently improve the product while keeping the user at the core of every design deliverable.

INTUIT, INC.

Sr. User Experience Designer

Apr 2012 - Sep 2013

- Provided design leadership for Quicken Mac, Intuit's flagship personal finance solution that helps users consolidate, organize and manage their wealth.
- Reinvented the Quicken Mac product by modernizing its UI and designing crucial, easy-to-use functionality that our Mac users had been requesting for years.

AUTODESK, INC.

Sr. Product Designer

Jan 2007 - Mar 2012

- Drove user experience for Autodesk Revit Server – a solution for geographically dispersed architects to have a collaborative design experience over a WAN connection.
- Led UX for a critical feature, Rule-Based Roadway Design, in AutoCAD Civil 3D which enabled transportation engineers to design roads adhering to local standards.
- Managed a complete overhaul of the look-and-feel of AutoCAD Civil 3D as part of a corporate-wide effort to build visual and behavioral consistency within all major Autodesk products.

CAPGEMINI US LLC

Staff Consultant

Jul 2006 - Dec 2006

- Performed opportunity analysis and business requirements gathering for leading energy clients.

GEORGIA INSTITUTE OF TECHNOLOGY

Graduate Research Assistant

Aug 2002 - May 2006

- Enhanced the user interface of Tekla Structures, a structural parametric CAD modeling system by employing direct manipulation techniques to redesign UI. Co-authored a resulting publication on new standards for interface design in CAD systems.

CTM DESIGN SERVICES

Architectural Assistant

Dec 2001 - Jul 2002

- Designed retail gas stations. Specialized in creating digital models, construction drawings, and client presentation artifacts.

EDUCATION

MS in Human-Computer Interaction

College of Computing

Georgia Institute of Technology 2006

GPA 4.0

MS in Design Computing

College of Architecture

Georgia Institute of Technology 2004

GPA 4.0

B Arch in Architecture

College of Architecture

University of Mumbai 2001