

# Swapnil Gupta

## Principal Product Designer

I am currently working on designing SFT, RLHF and audio annotation tools for LLMs/Gen AI apps with multi-modality. Also, I have been working extensively on 3D and 2D data annotation tools for AV and CV use-cases to train AI models.

I have **8 years** of experience in the conception and design of digital products and as a UX consultant for Enterprise products in AI tools, Healthcare, Corporate Travel, API marketplace, Business Intelligence, Chat bot, Engineering Simulation software and more. I like working at the intersection of design, business and technology. Love to work on challenging and complex problems with a motivated and talented team who is passionate about delivering exceptional user and customer experience.

I am also a hobbyist coder. I learn React and Javascript in my free time. Have done a few course projects. I also love storytelling and designing games. Have done a few personal game projects on Unity and Godot.

## Experience

### Principal Product Designer, TELUS AI Data Solutions

Sep 2021 onwards (Playment, YC batch 2017, acquired)

- Designing data tools to support Gen AI models and applications.
  - SFT and RLHS tools for data support.
  - Project and workflow management tools for project and operations management.
  - Audio annotation tool
- Design management and Interaction Design for Data annotation tools
  - Design for 3D LiDAR based tool, 2D Vector image/video tool, Image and Video semantic segmentation tool
  - Aggregate point cloud (APC) implementation, Video SemSeg Quality tool, other productivity improvements.
  - Sequential PCS Quality evaluation tool design.
  - Sequential semantic segmentation to handle annotations for video tasks.
  - Grid view feature to improve productivity of Quality Analysts.
  - Timeline UX improvements
  - Linking of Parent-Child classes

### Senior Product Designer, Twin Health


Oct 2020 to Mar 2021

- Building mobile app for Doctors to monitor and reverse diabetes for patients and redesigning doctor experience for the web application.
- Tele-consultation, patient profile evaluation, prescription, monitoring, escalation and other use-cases.



Male, 34 yrs

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 [LinkedIn](#) • [Portfolio](#)

## Education

Master of Design (UX), **IIT Kanpur**  
(2014-16)

B.E. (Hons.) Mechanical, **BITS Pilani**  
(2008-12)

## Design & Product Skills

Product & UX strategy  
Design research  
Writing concise and good PRDs  
UX Architecture  
Problem solving  
Design Management  
Design Workshops  
Systems thinking  
User Journey Mapping  
LEAN UX  
Interaction design  
Prototyping  
UI design  
Data Visualization  
Micro-interactions  
Design System  
Developer Productivity

## Tech Skills

React  
MERN stack  
Game dev: Unity / Godot

## Interests & Hobbies

Storytelling & movies  
Game Design & Development - Unity  
React, D3, MERN stack  
Data Visualization  
2D Motion graphics  
Playing the guitar

## Associate UX Architect / Senior Interaction Designer, PeepalDesign

Aug 2017 to Sep 2020

### Client: SAP

- SAP - Redesign of SAP API Business hub to improve search, discoverability, and representation of API content.

### Client: TRAFORM

- Corporate travel management for multi-city travel and expense management

### Client: Racetrack.ai , Bharti AXA

- Design of a conversational search interface based on AI to provide assistance to insurance agents.
- UX improvements in chatbot for real estate

### Client: Philips Healthworks

- UX Support for NxGen Software for Diagnostic Imaging
- Design of a Multi-modal Chatbot for Service Assistance and creation of Content Authoring Kit
- UX support for ECareCompanion(ECC) digital tool for Population health management. Design of Video conferencing UI for Patient and Clinician interaction
- Secondary research for building guidelines and platform for localization of products across philips businesses
- POC - Developing an Emotions sensing UI prototype using Affdex and Unity to detect emotions of children

### Client: Convergent Data Science

- Business Intelligence tool for Automobile Dealership Industry for CEO, Sales head and Sales managers

### Other work

- Employee Onboarding: Experience map and Service Design Blueprint of Employee onboarding through focus groups and research interviews
- MobE - Design of Ethnographic tool for conducting remote diary studies

## Lead UI Designer, Infosys Digital

Jul 2016 to Aug 2017

- BSH (Bosch Siemens Hausgerate): Digital Application for Sales and Marketing Professionals for appliances
- Boston Scientific (POC): Mobile application for monitoring heart data and critical episodes
- Banking Practice Portal: Design of Internal Banking practice portal
- POC: AR use cases in retail sector and in assistance of service personnel in Industrial plants

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### Online Courses

- Complete C# Unity Developer 2D | By Ben Tristem & Rick Davidson (Udemy)
- React - The Complete Guide | By Maximilian Schwarzmuller | (Udemy)
- Microservices with Node JS | By Stepher Grider (Udemy)
- Angular and NodeJS - The MEAN Stack Guide | By Maximilian Schwarzmuller (Udemy)
- Web developer Bootcamp Online | By Colt Steel (Udemy)