

Prince Gupta

Product & UX Designer | AI Products · B2B

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SUMMARY

Product and UX designer working on AI products. MSc in User Experience Design, Kingston University London. Experience spans client website and app design in India and product design for a London B2B AI startup, covering UX research, interface design and front-end builds using AI-assisted development.

SKILLS

Design and research: Product design, UI design, UX research, usability testing, journey mapping, Lean UX, Jobs-to-be-Done, information architecture, wireframing, prototyping, interaction design, design systems, design tokens, accessibility (WCAG 2.2)

Tools: Figma, Adobe XD, HTML, CSS, WordPress, Elementor, WooCommerce, Shopify (theme modification), Photoshop and Illustrator (basic), AI-assisted front-end development

EXPERIENCE

Product Designer, NEUMAI Nov 2025 – Present
London, UK (contract)

- Own product design for neumai.co.uk, from UI architecture and interface systems to live deployment, building the front end with AI-assisted development.
- Design demonstrator interfaces and stakeholder-facing presentations that make complex AI capabilities clear to decision-makers.
- Design and build the front end, AI-assisted, for the company's first B2B AI product (in development), turning complex AI output into result screens that people can read, check and act on.

Hospitality Staff, The Hospitality Club / ECB Services Aug 2024 – Present
London, UK

- Customer-facing hospitality work alongside my design practice.

Freelance Designer, Independent Jan 2023 – Aug 2023
Hyderabad, India (self-employed)

- Autopia (Jan–Feb 2023): complete branding, logo design and packaging design.
- Destro-VA (Mar 2023): graphic design.
- Chambers 32 (Aug 2023): website and logo design.

UI/UX Designer, Surreal International Jun 2022 – Jan 2023
Hyderabad, India

- Designed and built websites for 10+ clients across healthcare, F&B, e-commerce, real estate and security, including Sai Dental, Golden Fork, Zeruri and Broadbits Security.
- Built and deployed sites in WordPress and Elementor on Hostinger, including WooCommerce stores and modified WordPress and Shopify themes. Managed clients independently across time zones, mainly in the Middle East and India.
- Designed app interfaces in Adobe XD and Figma and handed them off to developers, including a parcel-delivery app (Jet Parcel) and a game board (Reversi). Produced social media and menu designs for F&B and retail brands.

Customer Service Associate, Amazon Oct 2021 – Apr 2022

- Resolved complex queries for US retail customers in a high-volume environment with performance targets.

EDUCATION

MSc User Experience Design, Kingston University London 2023 – 2024
Awarded with Merit (conferred 7 November 2024)

B.Com Computers, Osmania University 2018 – 2021
CGPA 8.26/10

SELECTED PROJECTS (MSC, KINGSTON UNIVERSITY)

- LearnSwitch AI (major project, May–Sep 2024): AI tutor that converts textbook, audio and video content into each learner's preferred format. Personas, journey maps, lo-fi and hi-fi prototypes; valence testing with 4 participants led to a bottom navigation bar, a simpler menu, in-place note editing and clearer button labels.
- SpareRoom.co.uk usability study and redesign (Oct–Dec 2023): moderated test with 4 participants showed 50% task success on desktop against 75% on mobile. Task analysis, site map, WAVE accessibility audit and a redesigned search with advanced filters in an interactive Figma wireframe.
- Travel Tarot (Feb–Apr 2024): AI-assisted itinerary planner for solo travellers, built with Lean UX using proto-personas, prioritised hypotheses, paper and Figma prototypes and usability testing.