



CHITRESH GUPTA

STAFF PRODUCT DESIGNER | UX
INNOVATION & STRATEGY |
CYBERSECURITY & AGILE EXPERTISE

SUMMARY

User Experience and Product Design professional with 14 years of experience in user experience and product innovation, expert in interaction design and visual design. Key achievements include a 30% increase in user engagement for IAM cybersecurity solutions and a 30% engagement increase with a 25% bounce rate reduction in the FIDO app redesign within 3 months.

CONTACTS

- +91 7838 948434
- @ guptachitresh2@gmail.com
- www.chitreshgupta.in
- LinkedIn : in/chitreshgupta
- New Delhi

STRENGTHS

- **User Research & Journey Mapping**

Expert in user research and journey mapping, facilitating seamless customer experiences

- **Wireframing & Prototyping**

Proficient in creating wireframes and prototypes that translate user needs into design

- **Usability Testing & Accessibility**

Skilled in usability testing ensuring products are accessible and user-friendly

EXPERIENCE

Thales Group (R&D)

Noida

Senior UX Designer

08/2021 - 10/2025

- Led UX design and strategy for IAM cybersecurity solutions, improving user engagement by 30% and enhancing scalability by 40% at Thales Group.
- Formed and managed a global team of 11 designers, encouraged professional growth and ensuring quality in design deliverables.
- Redesigned & launched FIDO app, achieving a 30% engagement increase and 25% bounce rate reduction in 3 months.
- Utilized advanced data analysis tools to track actionable insights, informing business strategy and addressing customer concerns for improved satisfaction.
- Developed intuitive UX solutions while maintaining stringent security protocols, leading to improved user interaction and satisfaction.
- Built strategic partnerships to expand business opportunities. Collaborated with cross-functional teams to support UX design improvements.
- Designed and executed the UX roadmap and go-to-market (GTM) strategies, contributing to a 20% faster product launch and refined market adoption.

Virtual Employee Pvt. Ltd

Noida

Senior UI/UX Designer

08/2015 - 07/2021

- Delivered UX and product design solutions across Edtech, e-commerce, and enterprise platforms.
- Worked together with product managers, developers, and marketing teams to transform complex business requirements into elegant user experiences.
- Defined product UX strategy and executed research-driven prototypes improving usability.
- Communicated design strategies to cross-functional teams, accelerating project delivery by 15% and increasing stakeholder buy-in by 20%.
- Conducted user research and usability testing, driving data-backed design decisions and advocated accessibility to meet WCAG standards.
- Screened and analyzed user interactions to identify usability issues, documented them and optimize digital interfaces.
- Prioritized user needs by conducting in-depth UX research, improving feature adoption rates by 25%.

CERTIFICATION

Certified Scaled Agile Framework 5 Practitioner

Certified SAFe 5 Practitioner from Scaled Agile, Inc

Identity and Access Management Certification

Certification related to Identity and Access Management from Thales Group

The Complete Agile Scrum Fundamental Course

Course covering the fundamentals of Agile Scrum



CERTIFICATION

UX Design Excellence Award

Award for outstanding contribution to design innovation

How to Build Habit-Forming Products

Course on building habit-forming products

Six Thinking Hats

Course on the Six Thinking Hats technique for management consulting



KEY ACHIEVEMENTS

UX Design Excellence Award

Achieved the UX Design Excellence Award for outstanding contribution to design innovation

FIDO App Redesign

Led the redesign of the FIDO app with significant user engagement improvements

SKILLS

User Research · User Interviews · People Management · Wireframing · Agile · IAM · Cybersecurity · Ecommerce · Firefox · Accessibility Advocate · User Testing · IxD · Mockups · Apple iOS · Figma · Adobe XD · JIRA · Typography · Acrobat · Miro · Photoshop · Illustrator · SurveyMonkey · Confluence · UX Research · Mac OS · Generative AI · AI Prototype · Critical Thinker · Human Empathy · HTML · Radical Collaborator · Product Strategy · User Journeys · Heuristic Evaluation · Scrum · JIRA · Communication Skills · Problem Solving · Team Leadership · Project Management



EXPERIENCE

Effect Labs Pvt. Ltd

Noida

Senior Graphics Designer

06/2012 - 03/2015

- Designed UX and UI for multiple client projects including Edtech, e-commerce, and booking systems.
- Inspired innovation, guided design processes, and progressed UX maturity, enhancing product usability across platforms.
- Collaborated closely with clients to deliver visually compelling and user-friendly interfaces.
- Received Best Performance Design Award in 2013 for excellence in project delivery.
- Effectuated a 25% increase in usability scores by innovating UX and UI design processes for clients.
- Enhanced user journeys and explored options, sensed advantages, and purchased services by refining UX/UI across projects.
- Gathered Non-functional requirements (NFRs) & displayed with development teams.



EDUCATION

Arena Animation (UpTech)

New Delhi

Bachelors in Design

01/2011 - 01/2014

RLB School

Lucknow

Senior Secondary (10+2)

01/2008 - 01/2008



PROJECTS

Mobile Pass+

04/2022 - 08/2024

It is an authenticator app that offers secure one-time passcode (OTP) generation on Mobile, Wearables and Windows devices, as well as single-tap push authentication for upgraded user convenience.

- Led & managed UX design for Mobile PASS+ authentication flows, including push notifications, QR-based enrollment, and biometric login, enhancing user convenience and security across Android, iOS, and desktop platforms.
- Streamlined user journeys by introducing intuitive approval interactions (one-tap push, number matching, location display) that reduced login friction and improved trust during multifactor authentication.
- United cross-functionally with security and engineering teams to balance usability with compliance (FIPS, WCAG), ensuring a consistent and accessible experience across all user touchpoints.

🔗 App Store : <https://apps.apple.com/il/app/mobilepass/id1056481326>

FIDO Key Manager

02/2023 - 10/2025

Cross-platform app (Windows, macOS, Android, iOS) for setting up and managing FIDO keys and smart-cards with self-service convenience and enterprise controls.

- Improved user experience by designing intuitive, cross-platform interfaces for FIDO Key Manager, simplifying onboarding, authentication, and self-service management of FIDO keys.
- Improved security and usability by integrating passwordless, biometric authentication. Balanced admin policies with user flexibility for a secure experience.
- Optimized application for mobile and remote use, ensuring accessibility and key recovery options for all users.

🔗 Windows Store :

<https://www.microsoft.com/store/productId/9NHP2MKRZ515?ocid=pdpshare>