Group Manager - Lead UI/UX

Bangalore, India
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+91 8884118195

UTKARSH GUPTA

PROFILE

With 12+ years in design, I specialize in crafting user-centric digital products for B2B and B2C audiences, with expertise in fintech, ONDC, metaverse, and complex systems. I excel in translating business needs into intuitive interfaces, designing for web and mobile, and creating user journey maps, wireframes, prototypes, and scalable design systems. My designs align with brand guidelines, WCAG standards, and industry best practices, meeting user and business goals.

Skilled in user research and usability testing, I analyze feedback to enhance engagement. I stay updated on UI/UX trends in fintech and digital banking, suggesting features to improve customer experiences. With a strong foundation in design systems, I develop scalable components and collaborate with cross-functional teams to merge technical and user-centered solutions. Proficient in HTML, CSS, Figma, Adobe XD, Sketch, and Axure, I ensure designs are high-quality, technically feasible, and impactful.

Skills

Figma	Sketch	Adobe XD
Adobe Photoshop	Adobe Illustrator	User Research
Testing tools	Adobe After Effects	ZEPLIN
Principle	PROTOPIE	HTML, CSS

EMPLOYMENT HISTORY

Group Manager - Lead UI/UX at WNS Analytics, Bengaluru
February 2025 - Present

I lead the product design team at WNS for data platforms across BFSI and operations. I work directly with clients to understand their goals, shape the design direction, and ensure we're delivering dashboards and tools that solve real problems.

I guide a team of designers, build scalable UI systems in Figma, and collaborate with product, data, and engineering to turn complex workflows into simple, intuitive experiences. I stay hands-on with design reviews, maintain clear documentation in Confluence, and keep user and stakeholder feedback at the center of our process.

This ongoing work continues to drive better adoption, reduce support effort, and bring consistency across our Tableau-based solutions.

Lead UI/UX & Design - Sr. Manager at Investorey

November 2022 — January 2025

At Investorey, I spearheaded the development of the company identity from inception. With a skilled design team, I crafted strategies, upheld standards, and optimised user experiences through research and testing. I utilized Salesforce Lightning Design System (LDS) for our internal CRM application, ensuring seamless data integration and enhancing UI performance. Additionally, I managed all marketing creatives and collaterals, led rebranding efforts based on data-driven design insights, and conducted AB testing for optimal results.

Product & Design - Sr. Manager at Spacejoy

June 2021 — November 2022

In my role at SpaceJoy, I led the product (UI/UX and marketing design portfolio, focusing on user-centered design, scalable systems, and intuitive digital experiences while collaborating with developers, PMs, and a global design team. I played a key role in the organization's rebranding, seamlessly transitioning to the Metaverse. For the Joyverse sub-brand, I established and refined design standards specific to Metaverse experiences.

Assistant Manager UI/UX & Design at OLA

January 2019 — June 2021

As Assistant Manager Design at Ola Foods, I led the UI/UX design portfolio, ensuring cohesive branding and enhancing user experiences. I optimized designs through research and worked closely with PMs, and other cross-functional teams to deliver intuitive, user-centered solutions.

Visualizer at Wizcraft International Entertainment

November 2015 — December 2018

At Wizcraft International, I managed key client accounts such as IBM, IIFA Awards, Amazon, Cisco, Qualcomm, and Shangri-La. I also focused on creative design, prioritized visual consistency, and optimized user experiences to align with client needs and stakeholder preferences.

Product & Creative Designer at Bluestone.com

March 2014 — November 2015

At BlueStone.com, I designed the website and brand portfolio from the scratch. I also ensured intuitive user experiences, responsive design, seamless navigation, and consistent branding. Collaborating with developers and PMs, I implemented user research insights, wireframing, and prototyping to optimize the digital experience. Additionally, I played a key role in marketing, crafting brand collaterals for ATL and BTL channels to support crucial campaigns.

Visualizer at Wunderman

June 2012 — March 2014

At Wunderman, I began my journey in design by managing projects for prominent clients like Allen Solly, Enamor, TVS, Payback, and ING. This early experience instilled in me the values of consistency and quality. My learning helped me refine my design skills and understand the importance of visual storytelling in conveying brand messages effectively.

Utkarsh Gupta   **+91 8884118195**

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EDUCATION

Bachelor's Degree, Manipal Academy of Higher Education, Bengaluru

August 2009 — August 2012

Associate's Degree, Gnomon School of Visual Effects, Los Angeles

March 2008 — July 2009