

SHRADDHA GUPTA

SENIOR PRODUCT DESIGNER @ eBay

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PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of experience shaping digital products across large-scale e-commerce, enterprise systems, and agency-led innovation. Skilled at leading end-to-end product design: from research and strategy to design systems and delivery, with a focus on AI-informed design, accessibility, and data-driven user experiences.

Experienced in driving design outcomes at global scale in organizations like eBay, while thriving in fast-paced agency environments solving complex problems for diverse industries.

PRODUCT DESIGN EXPERIENCE

EBAY | SENIOR PRODUCT DESIGNER - POST TRANSACTIONS

AUG 2025 - PRESENT | TORONTO, ON (CANADA)

Designing large-scale e-commerce experiences within the Protections & Post-Transactions team: focusing on shipping, returns, and item-not-received flows that build trust and transparency between buyers and sellers.

- Leading design for the Seller Hub Performance Dashboard, helping sellers track key metrics, identify risks, and optimize operations across global markets.
- Partnering with product managers, data scientists, and engineers to translate complex data into intuitive, AI-informed visual systems that drive clarity and trust.
- Driving alignment across teams through shared design systems and accessibility-first practices, ensuring consistency across eBay's ecosystem.

THEAPPLABB | PRODUCT DESIGN LEAD & UX MANAGER

AUG 2020 - JULY 2025 | TORONTO, ON (CANADA)

- As a Product Design Lead and UX Manager at TheAppLabb, I led a team of 13+ UX and UI designers to craft innovative digital products across industries like AI, retail, healthcare, fintech, wellness, and more.
- I led the end-to-end product design process, from strategic alignment and stakeholder management to delivering user-centric, high-quality solutions within budget and timelines. I ensured that design strategies aligned with business goals and industry best practices, optimizing user experiences and product outcomes at every stage of product development.

KEY PROJECTS & IMPACT CREATED

EMPIRE LIFE: HYBRID MOBILE APP

Conducted a comprehensive design audit, identifying crucial gaps in the initial designs of a prospective mobile app for enterprise client Empire Life. Subsequently, leveraged these insights to collaboratively design the new app, aligning it seamlessly with their established design web system while prioritizing accessibility.

- The resulting app “Empire Life Mobile” has been successfully launched and has already made a significant impact, with over 5,000 downloads and positive client feedback. It has notably improved the digital insurance experience for Empire Life clients, streamlining their ability to manage group benefits.

RISE HEALTH: HYBRID MOBILE APP

Led the end-to-end design and experience of Rise Health, a lifestyle medicine mobile platform that curates a connected and personalized health journey within a peer-driven community.

- Collaborated closely with stakeholders to design an intuitive mobile app and a complementary web admin platform catering to four distinct user types, ensuring seamless functionality and engagement.
- The web platform launched in June 2024, followed by the app's successful market release in September 2024 at a U.S. launch event with over 200 attendees. Within weeks, the app onboarded 500 users, receiving positive feedback for its user-centric and community-driven experience.

CSA GROUP: AI WEB & ACCESSIBILITY MOBILE APP

Designed and led multiple digital transformation initiatives for the Canadian Standards Association (CSA), focused on improving efficiency and accessibility across their operations.

- AI Translator Web App: Integrated Azure AI Translator into a user-friendly platform with file validation, translation queues, and real-time status updates, significantly reducing manual translation time and ensuring compliance with Canada's bilingual standards.
- Accessibility Mobile App: Created a proof-of-concept mobile app that scans physical spaces and provides personalized accessibility recommendations, promoting inclusion and inspiring future accessibility-driven initiatives within CSA.

LORICA & NUCLEAR POWER X: RESPONSIVE WEB APPS FOR REGULATED WORKFLOWS

Led end-to-end design strategy for responsive web platforms in the security and nuclear licensing domains, transforming complex, regulation-heavy workflows into scalable, user-centred digital systems.

- Defined product vision and UX strategy in collaboration with compliance and engineering teams, streamlining multi-step licensing and safety workflows across stakeholders.
- Simplified dense data structures and approval hierarchies through information architecture, data visualization, and progressive disclosure patterns.
- Established a modular design system to ensure accessibility, responsiveness, and consistency across security and nuclear sector applications.

CANOO APP: USER RESEARCH & REDESIGN

Led a research-driven redesign engagement for Canoo, Canada's largest newcomer welcome network offering free and discounted cultural, nature, and lifestyle experiences through its mobile platform.

- Facilitated deep-dive stakeholder workshops to align on four core strategic challenges and product goals.
- Designed and executed a mixed-method research plan combining quantitative surveys and qualitative interviews.
- Synthesized insights into a clear design roadmap and actionable UX improvements, collaborating across product and engineering teams to launch redesigned app sections now live.

STARTUP CLIENTS: MVP MOBILE APPS

Led the design and discovery phase for numerous startup clients, transforming their vision into tangible digital products by creating their MVP mobile apps. Notable examples include Barter Pay and WishWell, which are currently in the process of securing funding to propel their development forward.

- I anchored MVP designs in user needs, using lean principles to prioritize critical features, accelerate development, and minimize time-to-market. I also fostered collaboration across teams, managing risks and optimizing resource allocation for efficient MVP delivery.

SUNCOR AND WILD FORK FOODS: OVERALL DIGITAL DESIGN

I also hold the role of managing a team of UX and UI designers who serve as dedicated resources for our enterprise clients, including prominent organizations like Suncor and Wild Fork Foods.

PAST WORK EXPERIENCE

ASSISTANT PROFESSOR, DESIGN | NIFT

AUG 2017 - NOV 2019 | BANGALORE & DELHI (INDIA)

Design and communications faculty in the Design department of the National Institute of Fashion Technology (NIFT), New Delhi & Bangalore.

- My tenure at NIFT allowed me to shape the next generation of designers as I contributed to their academic excellence and professional growth while preparing them for successful careers in the field of design.

HARVARD CORRESPONDENT | HARVARD UNIVERSITY

JAN 2016 - JUN 2016 | BOSTON, MA (USA)

Conducting one-on-one in-depth interviews with various subjects to create feature articles for the Harvard Gazette newspaper.

ASSISTANT EDITOR - FASHION & BUSINESS | APPAREL ONLINE

SEP 2010 - SEP 2014 | DELHI (INDIA) & DHAKA (BANGLADESH)

Assistant Editor at a prominent Fashion Business Magazine, playing a pivotal role in shaping the editorial direction and content quality of the publication. Also leading a dedicated team of writers and correspondents.

- Accountable for conducting user research, and interviews (remote and on-field) with various clients located in India and Bangladesh, to create edit plans, production schedules, and writing feature articles based on research and analysis.
- Designed and led the execution of trend forecasting & data reports working closely with exporters, apparel manufacturers based all over India, Bangladesh and PR teams of international retail brands.

SKILLS

- **Software Skills:** Figma, InVision, Sketch, Zeplin, Notion, Miro, Adobe Creative Cloud (XD, Illustrator, Photoshop), Jira and Confluence
- **Research/Design:** UX Strategy, User Research, Competition Mapping, Information Architecture, Wire-framing & Prototyping, Usability Testing, Design Systems, Designing for Accessibility, Team Leadership

EDUCATION

BRAINSTATION | DIPLOMA, USER EXPERIENCE DESIGN

APR 2020 - JUN 2020 | TORONTO, ON (CANADA)

BOSTON UNIVERSITY | MS JOURNALISM

SEP 2015 - JAN 2017 | BOSTON, MA (USA)

LONDON COLLEGE OF FASHION | PGDM, FASHION MEDIA & LIFESTYLE

SEP 2009 - AUG 2010 | LONDON (UK)

NATIONAL INSTITUTE OF FASHION TECHNOLOGY | BACHELORS IN DESIGN

JUL 2005 - JUL 2009 | DELHI (INDIA)