

Deeva Gupta

Product Designer

Designing 0-to-1 consumer apps where cultural insight, AI and product data turn into growth.

[Check Portfolio](#)

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Product designer with **4+ years** in consumer mobile and web, the last 2+ as **Founding UX Designer** of Astroverse. Owns the product from strategy and research to shipped UI, design systems, UX writing and analytics, across **0-to-1 launches**

EXPERIENCE

ScaleX · Founding Product Designer

Jun 2024 – Present

Leads design for ScaleX's in-house product, Astroverse, and for client launches with astrology and creator brands.

Astroverse · Vedic-astrology dating app(iOS & Android)

- Founding designer on the **0-to-1 build**, owning strategy, IA, interaction design and shipped UI. The app has reached **43K+ installs** and **26K+ Kundli profiles**.
- Led **Veda, an AI astrologer chat**, end to end: conversation UX, the LLM system prompt (tone, Kundli context), session logic and a pricing A/B test. **2,200+ users asked 11K+ questions** in the first 3 months.
- Moved Discover from **infinite swipe to curated matching** with daily limits, weekly Top Picks and a Profile Quality Index. Designed **monetization**: Pro paywall, free trial, wallet and paid astrology reports.
- Built the **Figma design system** and push notifications copy. Decisions are guided by **Mixpanel** funnels and user calls.

Client projects

- Horocosmo**, an astrology app for celebrity astrologer Arun Pandit: built the complete UI foundation. **100K+ downloads in the first month of launch**.
- Astrologer Arvind Sud**: designed conversion-focused landing pages for astrology reports, helping drive purchases.
- BeerBiceps SkillHouse**: designed a designing for clicks course landing page for the SkillHouse design program.

Cravin' Foods · Contract UX Designer

Jan 2024 – Apr 2024

- Designed Restaurant management & analytics dashboard with customer side food ordering app.

Hucentric · Founding UI Designer

Mar 2022 – Dec 2023

- Wishup** (virtual-assistant SaaS), UI/UX Designer
 - Redesigned the lead-generation website using Clarity analytics, delivering **+25% pageviews**, a **15% lower bounce rate** and a **10% lead conversion rate**.
 - Designed app for clients and VAs to share tasks, EOD reports, feedback and team roles all at one place, **saving VAs ~15% of their productive time** on reporting.
- Vegapay** (fintech): created the brand identity and website, including the moodboard, style guide and motion graphics, and partnered with engineering on the build.
- Sketchnote, Dexter Ventures, Elevare Sports**: built SaaS and VC websites in Webflow, and designed the IA, prototypes and style guide for an AI cricket-coaching app.

SKILLS & TOOLS

Product design	End-to-end product design, interaction design, IA, iOS/Android and web, design systems, UX writing
AI & growth	Conversational AI and LLM prompt design, CRO, A/B testing
Research & data	User interviews, usability testing, journey mapping, funnel and retention analysis, PRDs
Tools	Figma, Mixpanel, Jira, Microsoft Clarity, Webflow, Claude, Illustrator

EDUCATION & CERTIFICATIONS

B.Tech, Computer Science Engineering,
Dr. A.P.J. Abdul Kalam Technical University

2018 – 2022

Adobe UX Foundation (Adobe & NASSCOM)
Visual Elements of User Interface Design (CalArts, Coursera)