

# Tejas Upadhyay

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## EXPERIENCE

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### Lead Product Designer & Frontend Engineer

January 2025 – Present

*Superboard.xyz – Web3 Startup*

*Bengaluru, On-site*

- Drove an **11x increase in DAU** — from **~85** to **~1,000** — over **6 months** by leading a full product and website revamp.
- Migrated the app from React to Next.js, cutting page load time from **8.6s to 3s (65% faster)** and improving overall performance and core web vitals.
- Built the company blog from scratch on Framer, writing articles with original artwork; first post reached **20K views** within **one week** of launch.
- Rebuilt core user flows and shipped multiple features end-to-end, solely owning the full **design-to-production** cycle.
- Designed and implemented a Tailwind CSS-based **design system from scratch**, unifying the product's visual language and accelerating frontend development.

### Product Designer

February 2024 – December 2024

*BlogPro - Notion to Blog in Seconds*

*South Korea, Remote*

- Redesigned the onboarding flow, resulting in a **30% increase in sign-ups** and higher conversion rates to the paid tier.
- Led the design and development of complete user flows from scratch, creating all screens and ensuring optimal user experience based on feedback.
- Established a design system in Figma, streamlining the UI development process and ensuring consistency across the app.
- Used Tailwind CSS variables into the design, optimizing the front-end codebase for efficiency.
- Implemented designs directly in Next.js, bridging the gap between design and development to ensure seamless integration and high-quality user interfaces.

### Design Intern

February 2023 – November 2023

*VegaTheta - Stealth mode Option Trading Startup*

*Mumbai, Remote*

- Translated the rough sketches and userflows into final polished designs in Figma.
- Worked on making the realtime complex financial data more readable and digestible for users.
- Made the designs more accessible via heuristic evaluation and expert review by **Chief Risk Officer of PwC India**.
- Worked closely with the developers to ensure full parity between Figma designs and production design.

### UI/UX Design Intern

December 2021 – March 2022

*YourStory Media*

*Bangalore, Internship*

- Mostly contributed in Mobile first designs and various UI Components, including navbar, article pages, layout, and footer.
- Created wireframes and interactive prototypes to help illustrate design concepts.
- Developed hi-fidelity visual UI design mockups in Figma to provide a clear representation of the end product.

## ACADEMIC ACHIEVEMENTS & AWARDS

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<b>Hackathon Winner</b> , Won Precision Care Challenge by GE Healthcare held at their Bangalore office.	Jun 2024
<b>Scholarship</b> , Awarded by the Indian Air Force Benevolent Association.	Oct 2020
<b>Design Challenge</b> , Won a inter college Website Design Challenge	Mar 2022
<b>PMSS Scholarship</b> , Awarded by the Government of India.	Apr 2020

## SKILLS

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**Design:** User Experience Design, Interface Design, Interaction Design, Design Systems, Prototyping, Systems Thinking, Data Visualization, 3D Design, Sound Design

**Technologies:** Python, ReactJS, NextJS, TailwindCSS

**Tools:** Figma, Framer, Webflow, Sketch, Cavalry, Blender, Spline, Cursor, Claude Code, Codex, VS Code, Git

## SOFT SKILLS

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Attention to Detail, Problem Solving, Critical Thinking, Analytical Thinking, Collaboration, Communication, Adaptability, Creative Mindset, Growth Orientation, Storytelling, Teamwork

## EDUCATION

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### **Gautam Buddha University**

*Bachelor of Technology in Computer Science, 8.24 CGPA*

Greater Noida

*Aug. 2020 – Aug. 2024*

### **Kendriya Vidyalaya AGCR**

*AISSCE, Class XII, 88.2%*

New Delhi

*2020*