Mohit Gupta

Senior Product Designer

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WORK EXPERIENCE

Palmstreet • *Senior Product Designer* — MAY 2025 - OCT 2026

- **Designed and shipped 40+ features** across LIVE, seller tools, checkout and growth, working directly with the CTO, PMs and Design Lead on tight-deadline cycles.
- Led 0→1 design of Mystery Box, a gamified LIVE selling format, from MVP through Quick Spin and Hold the Mystery. It grew from **0.4% to 12% of platform GMV and 20% of all orders in 10 months.**
- Championed Seller Hub LIVE, a 0→1 desktop control room with OBS setup, show scheduling, moderation and Mystery Box support. **Within 5 months it was running ~1 in 5 of all LIVE shows.**
- Shipped 0→1 Break selling in ~1 month, launched desktop-first for card sellers, and designed the two-sided Buyback MVP in under 3 weeks.
- Redesigned the Feed, Shop and Explore tabs. **Feed V2 surfaced 3.6× more LIVE shows at the same impression volume.**
- Designed the Shopping Cart, **growing multi-item orders 2.7×. Those orders carry 4.6× the AOV of single-item orders.**
- Built an in-app seller onboarding guide. Afterward, **new sellers going from first listing to first LIVE rose from 42% to 55%.**
- Redesigned the LIVE experience with a new multi-widget, pre-LIVE chat and giveaways, Slow Mode, captions and a decluttered UI.
- Designed AI features: image-to-batch listing creation and a reusable spec for auto-generated LIVE highlight clips.
- Designed the **2025 Year in Review recap (3.1× more shares YoY),** plus brand work like the Nibbs plushie and merch.

Peggy • *Senior Product Designer* — MAY 2024 - DEC 2024

- Sole designer working with the CEO and CTO. Shipped Auctions, Invoicing, Messaging, Peggy AI Assistant, Home Redesign and Onboarding across app and web.
- Redesigned Artist and Artwork pages and the web “Place Offer” checkout. Maintained the design system.

Nylas • *Product Designer* — SEP 2023 - APR 2024

- Sole designer at a Series C API platform. Redesigned the v3 Scheduling Editor (B2B) and Scheduling Page (B2B2C) addressing 120+ customer requests.
- Shipped API v3 dashboard updates and contributed to Nylas design system.

Shopify • *Product Designer* — JAN 2020 - MAY 2023

- Designed self-serve CMS tools for the Guidance Dashboard and Shopify Learn, so teams could create onboarding tasks and upload courses with zero dev support.
- Led UX for Actionable Insights, an experiment built with the product and data teams to give merchants personalized next steps.

Earlier:
Product Design Intern at Facebook (2018), Sidewalk Labs (2019), Universe (2017-18)

EDUCATION

Bachelor of Design (Honours)
York University & Sheridan College
2015 - 2019

Visual & Creative Arts
Sheridan College
2013 - 2015

SKILLS

Product design (UX/UI)
0→1 Product design
AI prototyping (Claude, GPT, Gemini)
AI product design
Rapid prototyping
Design strategy
User research
Mobile & responsive web
Usability testing
Design systems
UX copywriting
Experimentation (A/B testing)
Accessibility (WCAG)
Growth design
Marketplaces & Live commerce

ACHIEVEMENTS

Clear Space Award for Storytelling
Winner - RGD 2019

ADCC Student Awards
Gold Medalist Winner - ADCC 2018

Quarry Award for UX Design
Winner - RGD 2018

Applied Arts Student Awards
Winner - Applied Arts Magazine 2017

Milestone integrated Awards
Winner - RGD 2017

Adobe Awards
Finalist - Adobe MAX 2017

York University Scholarships
Received in 2015 and 2017