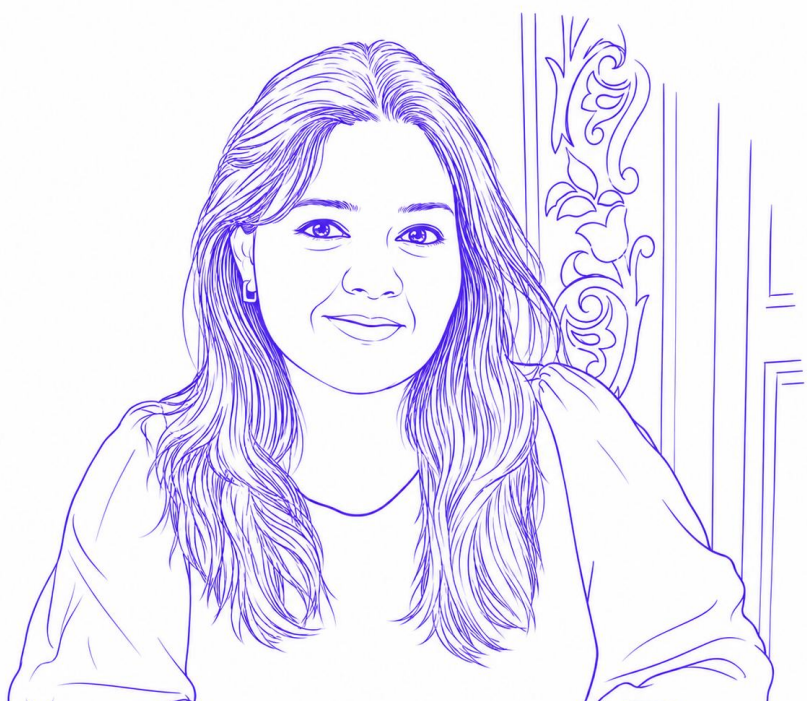




Aarti Luthra

Design leader for consumer products at scale

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[LinkedIn](#)

[Portfolio](#) ↗

I design user experiences that people come back to. Twenty years in — agency founder turned product design leader — I anchor everything on the same three questions:

does the user trust it, will they return tomorrow, and does the design serve the business?

At Zupee I own the full player journey for a platform played by 150M+ people, working founder-style from idea to prototype to scale.

20+

YEARS IN DESIGN

150M+

USERS SERVED

0→1

AGAIN & AGAIN

15+

TEAM LED

EXPERIENCE



Zupee

Associate Director, Product Design · Skill-Based Gaming Platform

Feb 2019 — Present · Gurugram

- Own the end-to-end player experience — onboarding, gameplay, payments, KYC, rewards, referrals and support.
- Designed the engagement loops (play → reward → replay) behind platform retention and monetization, in continuous experimentation with product, data and engineering.
- Lead cross-functional design teams — UX, UI, motion, content — in a culture that ships and measures weekly.
- Rebuilt design operations around AI: brainstorming, prototyping and design-to-dev handoff now move in days, not weeks.

Led the end-to-end product experience for every strategic expansion beyond gaming at Zupee — from **SuperLearn** (bite-sized learning) and **Micro-drama** (Vertical TV) to **Neo Astro** (trusted astrology) and **Social Gaming**.

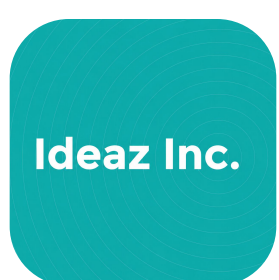


RichPurple Interactive

Co-Founder & Creative Director

May 2008 — Jan 2019 · Noida

- Founded and ran a digital design agency for eleven years — built the team, won the clients, shipped the work.
- Delivered web, e-commerce and mobile experiences reaching millions of users for **Ericsson, HCL, Amarujala, Indiatimes, Coca-Cola, MakeMyTrip, SAP and Thai Airways.**
- Led multidisciplinary teams across design, branding, technology and digital strategy.



Idea Zinc Design

Creative Lead

2006 — 2008 · Delhi

Led digital brand and communication design for Indian and global clients.



Smile Group

Web & Graphic Designer

2003 — 2006 · Delhi

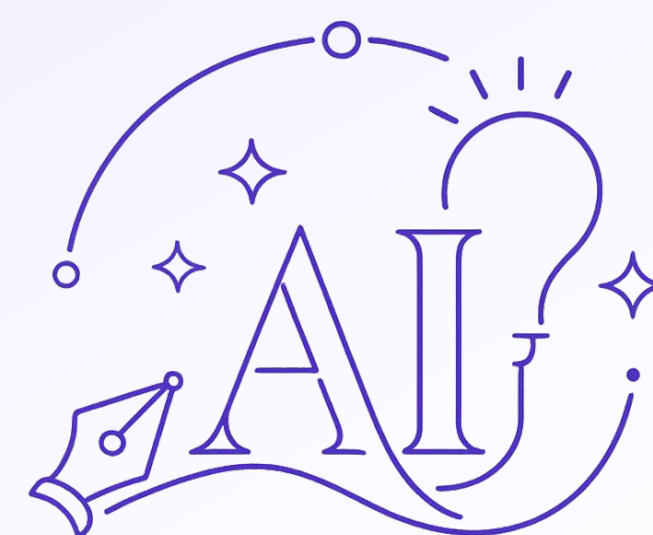
Developed creative programs and digital experiences for brands — Yahoo, Canon, Whirlpool, Sony, MakeMyTrip, Motorola, Discovery, British Airways, Standard Chartered, and LG.

HOW I WORK

Design, powered by AI

- Cut concept-to-prototype time from weeks to days with AI-assisted ideation and visual generation — more directions tested before a single line of code is written.
- Use generative tools to draft early content, voice and motion, so the team's craft time goes where it matters most: the final, human 20%.
- Treat AI as a collaborator in the process — directed and refined by design judgment at every step, not a shortcut around it.

Tools: **Figma Make · Layer.ai · ElevenLabs · Magnific**
Google Veo 3 · Claude



WHAT I BRING

Entrepreneurial mindset

0→1 Product Design Leadership — turning ideas into shipped, scalable consumer products.

Engagement & retention design

UX built around engagement loops, retention systems and monetization — turning first-time use into daily habit.

Product leadership

Aligning design, product, engineering, data and content around outcomes.

AI-augmented practice

Rapid, AI-assisted prototyping and iteration that moves ideas from insight to live product, fast.

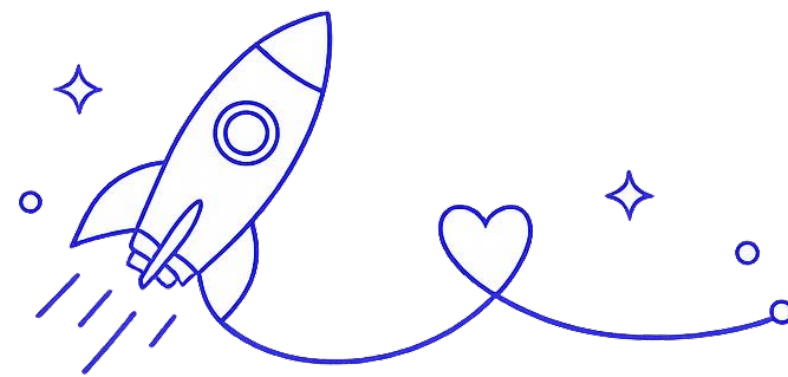
EDUCATION

IIT Delhi — Certification in Design Thinking & Innovation

Arena Multimedia — Web, Multimedia and Information Resources Design

South Delhi Polytechnic — Commercial Arts | Design and Applied Arts

Delhi University — BA Arts



Builder at heart.

Drives ideas from insight to launch while aligning & empowering the team.