

GOPICHAND BUSAM

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WORK EXPERIENCE

Langalo Inc.

Jun 2025 – Aug 2025

Product Design & Engineering Intern

New York, United States

- Owned end-to-end design and frontend implementation of an AI-powered translation platform, rapidly prototyping in Figma and collaborating with engineers to ship production features that improved user workflow efficiency by 40%.
- Drove a 50% improvement in user workflow efficiency by running structured user research sessions, direct interviews, usability tests, and behavioral observation, then rapidly iterating on designs and implementations based on what users actually did, not what they said.
- Built the company's full design system and reusable component library from the ground up, creating the engineering foundation that meaningfully accelerated the team's ability to prototype, test, and ship new features across the product going forward.

Virxon Private Limited

May 2023 – Apr 2024

Co-Founder & Design Engineer

Vijayawada, India

- Founded and led product development for a startup building consumer-facing mobile and web applications, owning features from initial ideation through design prototyping to shipping production-ready code on Google Play and App Store.
- Designed and developed 5+ applications using React, Flutter, Firebase, and AWS, creating high-fidelity Figma prototypes and translating them into functional code while maintaining close feedback loops with end users.
- Ran 100+ direct user interviews and hands-on usability testing sessions across diverse customer segments, synthesizing raw behavioral insight into concrete product decisions that drove a measurable 40% improvement in product-market fit across the portfolio.
- Operated simultaneously as the sole technical decision-maker, lead designer, and primary client relationship owner, chose the stack, defined the architecture, maintained deployment pipelines, and shipped on deadline, building a deep bias toward execution over planning.

Champlook, Rama Raghava Consumable Private Limited

Oct 2022 – May 2023

Founding Product Engineer and Manager

Guntur, India

- Led cross-functional team to design and build e-commerce platform from scratch using Next.js and React, owning the complete product lifecycle from user research and Figma prototyping to shipping production code.
- Conducted direct user research with K-12 students, parents, and teachers to deeply understand real pain points, then shipped targeted feature iterations that drove a 30% increase in online sales and a 25% lift in user engagement, both measured through production analytics.
- Led a cross-functional team through the full product lifecycle, from early user research and rapid wireframing through engineering, QA, and live deployment, maintaining clear product direction and technical momentum simultaneously across design and engineering.

Universiti Teknologi Petronas

Jun 2022 – Jul 2022

Product Research Intern

Seri Iskandar, Malaysia

- Conducted in-depth user research and end-to-end journey mapping for sustainable energy consumer products, collaborating directly with engineers and product leads to translate user insight into actionable design and product recommendations presented to senior stakeholders.

EDUCATION

New York University

Sept 2024 – May 2026

Master of Science, Management of Technology

New York, United States

Relevant Courses: Product Design Studio, Design Strategy, Consumer Behavior, Project Management, Data Visualization for Business Intelligence.

LEADERSHIP AND PROJECTS

- HackNYU Design Team:** Owned end-to-end UX design and frontend implementation for NYU's largest hackathon serving 600+ participants, creating user journey maps from registration through submission and building responsive interfaces that reduced participant friction & confusion.
- StudyHall Mobile App:** Designed and developed a Flutter-based educational platform from concept to launch, implementing features including attendance tracking, scheduling, and announcements with Firebase backend and analytics for measuring student engagement.
- Adobe Campus Ambassador:** Led hands-on design workshops for 300+ students, demonstrating ability to communicate complex design concepts and mentor others in prototyping workflows using Figma and Adobe Creative Suite.

DESIGN ENGINEERING SKILLS AND TOOLS

- Frontend Development:** React, Next.js, JavaScript, TypeScript fundamentals, HTML/CSS, Flutter, Dart, responsive web development, component-based architecture, shipping production-ready code.
- Product Design:** Figma (rapid prototyping, design systems, component libraries), wireframing, high-fidelity mockups, interaction design, user flows, visual design, Adobe Creative Suite.
- User Research:** Direct user interviews, usability testing, user observation, journey mapping, persona development, measuring feature impact, A/B testing, iterating based on user feedback.
- Tools & Collaboration:** Firebase, Google Analytics, AWS, Azure, Git, Jira, Notion, Slack, agile methodologies, cross-functional collaboration, clear documentation practices.