Surbhi Gupta

Senior product designer for complex, technical products · looking for staff product design roles

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12+ years in product design, the last 6 in developer tools. **Twice the founding or first full-time designer**, at Tilt (open source, acquired by Docker) and at Copia (Git for industrial automation). I turn dense engineering problems into clear, shippable products, set up the design process teams build with, and work with founders on the roadmap. Former founder of a jewelry brand, so I design for customers, margins and scale at once. Lately: AI-native workflows, with people kept in control.

How I work: sketch the north star, rewind it to what we can ship today, then build forward.

EXPERIENCE

Copia Automation — Senior product designer · first full-time designer — Oct 2023 - now

Git-style version control, backup and AI for industrial automation code. Two products: Source Control (desktop) and DeviceLink (web).

Set the product vision that grew into multi-site agents, project editing and Copilot.

- Wrote a long-term vision, Copia 2.0, during onboarding; its concepts became shipped features over two years, including multi-site agents and the project detail edit experience. I started the commit graph design and handed it to another designer.
- Designed Copia Copilot from scratch in live pairing sessions with our co-founder and two engineers, from napkin sketches to shipped mocks, plus AI diff descriptions, with people kept in charge of what ships.
- Set up the design process the team builds with today, and evolved an inherited design system across the desktop and web apps, as the only designer alongside 15+ engineers.
- Led research with engineers on the floor, sales and support calls, and customer recordings; built three user archetypes and set up research ops (Condens, recruiting).
- Helped hire for design: brought candidates in and wrote clear interview guidelines.

GREW WITH THE COMPANY after our Series A, with Source Control as the volume product and DeviceLink the new value product, through a roadmap focused on growing DeviceLink, to a $26M raise in 2026.

Case study: **Realign the Wheel** · rewindthefuture.com/RealignTheWheel

Chronosphere — Product designer · only designer on the GitOps team — Sep 2022 - Apr 2023

Cloud-native observability platform, now part of Palo Alto Networks.

Led the research that turned a GitOps platform plan into patterns users actually wanted.

- Designed phase 1 of the GitOps initiative: version history, config visualization and personal drafts, so engineers could change monitoring safely.
- Ran discovery workshops and research with PMs and engineers; created a Git Maturity scale that showed who would and wouldn't adopt a Git workflow inside the product, which shaped where the team focused.
- Worked on investigation flows that help SREs move from noise to action mid-incident, and contributed components to the core design system.
- Took part in hiring as the design team grew.

Case study: **The Feature We Didn't Build** · rewindthefuture.com/TheFeatureWeDidntBuild

Docker — Senior product designer · Dev Environments — May 2022 - Sep 2022

Brought Tilt's developer-loop thinking into Docker after the acquisition.

- Solo designer on Dev Environments: designed the path from install to a running environment, reducing friction between the CLI and the UI.
- Worked across design, product, engineering and marketing to bring the work in line with Docker's brand and patterns.
- Researched where a paid product could stand apart from free tools, and shared it with product, design and engineering leads.

Tilt Founding product designer · employee #8 Sep 2020 - May 2022

Open-source toolkit that makes Kubernetes development feel human. Acquired by Docker, May 2022.

Helped turn a command-line tool into the live dashboard Tilt is known for.

- Designed the new web UI with space saved for future features; buttons, groups, bulk actions and cluster status filled those seats within 16 months.
- Designed disabling and enabling services, from one button to groups and bulk actions, out of beta in v0.24.0 (Feb 2022).
- Built the design system from scratch, ran research end to end, and kept a deep log of fast prototypes that let us pivot on user feedback.
- Contributed to roadmap planning, resource allocation and hiring through the acquisition.

GREW WITH THE COMPANY from finding our MLP after the Series A, to scaling up while we chose a growth strategy, to keeping the lights on through the acquisition.

Case studies:
The Button Story · rewindthefuture.com/TheButtonStory Building an Extensible UI · rewindthefuture.com/ExtensibleUI

Agencies UX/UI designer Sep 2019 - Sep 2020

- **CVS + Aetna**, for Logical Design Solutions (Mar – Sep 2020): a platform-like experience for employees of both companies; a responsive design system library in Figma; a step-by-step web accessibility process based on WCAG 2.0.
- **Citi**, for Synechron (Sep 2019 – Feb 2020): on-site design representative; an internal dashboard redesign for productivity, and end-to-end dashboards and data-flow visuals for big data analytics.

Freelance UX designer and researcher 2014 - 2019

- Design sprints, user research and 0→1 product design for startups including Skroll.io, Link.run, Boxcar Transit and Fetch: personas, journey maps, prototypes, usability tests and specs.
- XR and VR prototypes at MIT Reality Hack and Hack for Hospitals.

Jewel Sutra Founder · Regalia & Bodai Jewels

- Founded a jewelry brand and grew it from retail into wholesale, designing every piece for real wear.

EDUCATION

- Accessories design, specializing in jewelry · NIFT Delhi
- Gemology and diamond grading · GIA, Carlsbad

SKILLS

DESIGN	Product strategy, interaction design, design systems, prototyping, accessibility
RESEARCH	Interviews, usability tests, archetypes, journey maps, design sprints
DOMAINS	Developer tools, Git workflows, Kubernetes, observability, industrial automation, AI

Stories behind this résumé: rewindthefuture.com