Surbhi Gupta

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

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SUMMARY

12+ years in product design, the last 6 on technical products like 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 - Present

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 and project editing, and designed Copia Copilot from scratch.

- 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 and rung-level AI asks and copy, from watching how engineers worked, with people kept in charge of what ships.
- Set up the design process the team builds with today, as the only designer alongside 15+ engineers.
- Untangled a design system split across multiple products in one app, built on different stacks (React and Go): audited hard-coded colors and type with an engineer, learned what we could and couldn't fix, set accessible color and type rules, and replaced one-off components with MUI ones.
- Started weekly Friday nitpick sessions where engineers volunteer an hour for one small fix, guided by the north star. Still running: steady consistency fixes without a big lift, quick wins for engineers, and room for new designers to start.
- 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 from our Series A to a $26M raise in 2026, as DeviceLink grew alongside Source Control.

Case studies: **Almost Like Magic** · rewindthefuture.com/AlmostLikeMagic
Realign the Wheel · rewindthefuture.com/RealignTheWheel
One Agent, Many Sites · rewindthefuture.com/OneAgentManySites

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).
- Compared open-source libraries, chose MUI as the best fit for Tilt, and shaped it into our design system: on-brand, responsive, accessible components and page patterns.
- 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; moved the team from XD to Figma, and 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-to-1 product design for startups including Skroll.io, Link.run and Boxcar Transit: 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
TOOLS	Figma, MUI, Condens
DOMAINS	Developer tools, Git workflows, Kubernetes, observability, industrial automation, AI

Stories behind this résumé: rewindthefuture.com