



# PREKSHA GUPTA

## UX DESIGN STUDENT

I bring a technical perspective along with the creative problem-solving approach to create products and experiences people love to use. Persistence, team spirit, and attention to minute details define me.

### CONTACT

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Gurgaon, India

### SKILLS

Design Thinking

Research

Project Management

Wireframing

Iterative design

Visual Communication

Information Architecture

Competitive analysis

Graphic design

Marketing

Branding

### TOOLS

Illustrator

Photoshop

Figma

Indesign

### AWARDS

Gold Medal-

Duke of Edinburgh Award

### CERTIFICATIONS

- Stanford School of Business- Customer Experience with Design Thinking
- Michigan University- UX Research and Design
- Boston Consulting Group- Design Virtual Experience
- Accenture- User Experience Digital

### WORK EXPERIENCE

#### National Design Team Member

Confederation of Young Leaders in association with United Nations | Aug 2020 - present

- Worked with more than 5 cross-functional teams on research, marketing, project management for UN initiatives
- Designed and validated workflows and interfaces through iterations with 25+ designers across India for CYL's App

#### Graphic Designer Intern

Loc N Apps media | June 2020 - Aug 2020

- Brainstormed and crafted multi platform graphics(web and print) for all key events
- Designed posters for blog cover and creatives for branding

#### Design Intern

Edumorf | May 2020 - July 2020

- Solely responsible for Learner Dashboard redesign which increased user satisfaction by 46%
- Collaborated with co-designers to increase findability of information on the website by 30% via UX laws application
- Conducted competitive analysis of over 10 companies and studied user mental models

### EDUCATION

#### Symbiosis Institute Of Design, Pune

Bachelors in Design (User Experience) | 2019- 2023

- Organized first TEDx event- Curation Team Member
- Alumni Relations Cell- Head for Linkedin Marketing

#### Delhi Public School, Gurgaon

Science (PCM+Economics) | 2019

- 91%- CBSE Board, Scholar Badge awardee for 7 consecutive years
- Member- Peer education Program and Shiksha Kendra
- Design Member- Indian National Trust for Art and cultural Heritage