Gouri Bajpai

UX Researcher

Fremont, California

747-256-2121 | gouri.bajp@gmail.com

LinkedIn | Portfolio

SUMMARY

UX designer with a background in commerce, fine art, and information technology. I strive to tackle design problems through the use of empathy and mindfulness.I bring a skill set of UX research, lo-fidelity wireframing to hi-fidelity prototyping using Figma. I am also familiar with HTML, CSS, and JavaScript which helps me communicate with the development team.

SKILLS

Tools: Figma, Slack, Miro, Sketch, Google Suite
Strengths: Design Process, Double Diamond Design Process, User-Centered Design
UX Design, User Research, Competitive Analysis, Personas, User Stories, User Flows, Sitemap, UI Design, Wireframes, Low-fidelity Prototyping, Branding, High-fidelity Prototyping, Usability Testing, Mock-ups

PROJECTS

Flight Ez | Project Link
- Designed a mobile app which allows private pilots and student pilots to filter the aircrafts based on their specs. and book an aircraft conveniently.
- Designed mid-fidelity prototype in three weeks to reach MVP standards from start to finish
- Created with Figma,Adobe XD,Miro and Maze

Bus King | Project Link
- Designed a mobile app that helps bus riders identify the buses arriving at a multi-line bus stop, view bus arrival times, and view time required to travel to the bus stop.
- Contributed to every phase of the design process, as the sole designer, from discovery to delivery.
- Created with Figma and Miro.

EXPERIENCE

Creative Director & Lead Artist
Radiant Art Studios | Fremont,CA   May 2015 – Oct 2020
- Develop children into little artists. They're tiny, but they're mighty!
- Helped the community by volunteering that group of kids who can't pay for fine art lessons.
- Taught development of fine motor skills, and encouraged visual analysis.
- Imparted creative problem solving and hand-eye coordination skills.

Assistant Visual Designer
Fidypay | Indore,MP   May 2017 – Jan 2020
- Created visual designs for websites on the basis of UX research.
- Worked on color palette and branding.

EDUCATION

CERTIFICATE, UX/UI DESIGN   Expected Graduation May 2021
Thinkful, Remote
● Learned design process and principles with a focus on User Centered Design and the Double Diamond Design Process.
● Designed a bus schedule app in 5 weeks while learning and using new tools, Figma and Miro, and spending many hours each week with a Senior UX/UI Designer.
● Created deliverables for the bus schedule app including, research plan, competitive analysis, user surveys, research recruitment plan, interview questions, session guide, consent and recording form, personas, user stories, user flows, sitemap, wireframes, low-fidelity prototype, branding, high-fidelity prototype, usability tests, and mock-ups.

Master Of Science (IT)   Expected graduation July 2021
Dr. C.V. Raman University, Remote

Master Of Arts   1999-2001

Bachelor of Commerce   1995-1998

Volunteer Work

Web Designer faculty member   Sep 2012- May 2014
Fremont Unified School District
I took the initiative to start a Web Designing Program at Mattos Elementary school. It was designed especially for the Intermediate level. I could get the help of a few volunteers to make this program successful. The curriculum had HTML and CSS.

Boldly Me Mine (Non-Profit Organisation)   Aug 2012 - Present
. I do participate in their FundRaising Events by donating my canvas oil paintings
. Donate my hours for temporary henna tattoo art and generate funds 4 times in a year.

Event Organizer   Sep 2017 - Present
Thornton Junior High School

Historian
PTSA at Thornton Junior High School   Oct 2020 - Present

Treasurer
Boys Scout of America Troop 449   Nov 2018 -Present