

Akansha Gupta

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UX Designer with 4 years of industry experience including 2 years in product teams

Looking for a full-time UX Design role starting July 2018

Portfolio: akanshagupta.com

INDUSTRY EXPERIENCE

UX Designer (Research Assistant and Summer Intern)

IPaT Georgia Tech, 01/2017- 12/2017, Atlanta

IPaT is a computing research lab at Georgia Tech that works with 60+ industry partners including IBM, Cisco, Intel

- * Designed a project management tool for Georgia Department of Transportation that is currently being used to pilot a new project tracking process.
- * Rapidly converted feature ideas to low-fidelity sketches during meetings. Used them to facilitate discussion about the details of how this product will be used in the organization and the corresponding interface components needed
- * Took the initiative to learn a new tool to implement the product and ensure that the client meets their goals successfully

UX Designer

Avanti Learning Centers, 05/2015- 03/2016, India

Avanti is a technology-enabled education company that provides STEM tutoring to 6000+ high school students.

- * Redesigned the navigation and text editor in the internal content management application. Usability tested the design. Eliminated 4 major usability issues.
- * Thoroughly understood the problems using interviews and user observations
- * Connected inputs from the product manager, the engineers, the founders, and the users to create a cohesive design that balanced needs and constraints
- * Went beyond my stated brief to suggest new feature ideas that could make the content creation process more efficient

UX Designer

HackerEarth, 05/2013- 04/2014, India

HackerEarth is a product start-up that makes technical recruitment software. They have 500+ customers, including Amazon, Intuit, Boeing.

- * Improved the design of the beta and helped launch the first public version of their B2B SaaS product. It marketed heavily and gained 25+ new enterprise customers in the next 8 months.
- * Helped contextualize the founder's feature ideas in the users' lives through user scenarios, tasks, and flows
- * Created high-fidelity mockups for the screens and states in each flow
- * Regularly communicated with engineers and assisted in implementation by providing visual specs, stylesheets, and redlines

UI Designer

Design For Use, 05/2012-04/2013, India

Design For Use is a boutique UX design consulting studio with clients in India and U.S. To date, they have worked on products for 100+ clients including Verizon, Razorfish, AT&T.

EDUCATION

M.S. Human-Computer Interaction

Georgia Institute of Technology

2016 – 2018, Atlanta

B. Tech. Civil Engineering

Indian Institute of Technology Delhi

2008 – 2012, India

DESIGN SKILLS (Primary)

Rapid paper sketches

Information architecture

User journeys

Task flows

Storyboards

Wireframes

Interactive prototypes

High-fidelity visual mockups

Visual stylesheets and specs

RESEARCH SKILLS (Secondary)

User interviews

Think-aloud usability testing

Card sorting

Comparative analysis

User surveys

SOFTWARE

Sketch

InVision

Principle

Axure

HTML, CSS, JavaScript

Keynote

Adobe Illustrator

Adobe Photoshop

Adobe InDesign