

UX DESIGNER

SHOBHIT GUPTA



I am passionate about using UX/UI and IxD to design user-friendly products, environments and systems. I use my skills in user research, user testing and prototyping to implement designs. I love solving problems and tackling new challenges. I look forward towards understanding the user's requirements and perspective in order to create great user experiences.

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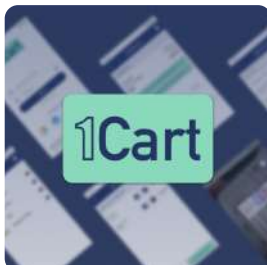
PROJECTS

View all projects at www.guptashobhit.in



parcha

Parcha is a multilingual consultation service whose purpose is to ease the process of prescription reading and understanding for the patient, and provide calculated diet according to the diagnosis.



1Cart

The convenience of online shopping cart while experiencing the world of brick-and-mortar stores.



AAC Feature for Uber

Creating a feature for hearing-impaired people to make the rickshaw/cab navigation accessible to them.

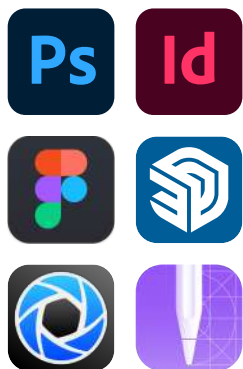
EXPERIENCE

- Feb 2023 – Current **SimplePlan Media**
UX Designer, Trainee – Onsite
Created layout and UI for an e-commerce website and mobile application. Conducted user research for the product.
- Sept 2022 – Jan 2023 **InnBell**
UX/UI Designer, Freelance – Remote
Created layout and UI for an e-commerce website and mobile application. Conducted user research for the product.
- Jan 2021 – April 2021 **Leanafy**
Graphic Design Associate, Part-time – Remote
Designed social media posts for the company for different platforms like LinkedIn, Instagram and their own website.

EDUCATION & CERTIFICATIONS

- Aug 2021 – Present **JK Lakshmipat University, Jaipur**
M.Des. Interaction Design
- Jan 2021 – May 2021 **ImaginXP, Delhi**
UX Jumpstarter Certified course, Remote
- Aug 2018 – July 2021 **Amity University, Noida**
Bachelors of Computer Applications
- Summer 2016 **Arena Animation, New Delhi**
Adobe Photoshop Certification

SKILLS



Design

System design • Service design • Wireframes & mock ups • Information Architecture • User Journeys • Interactive prototypes • Visual design • Accessibility & Inclusivity

Research

Data analysis • Task analysis & persona building • A/B Testing & Experiment • Heuristic evaluation • Usability testing • Quantitative & Qualitative analysis • Interviews

CONTACT

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