SHUBHANGI GUPTA

UX DESIGNER AND RESEARCHER
https://shubhangi0101.github.io/
shubhangi@gatech.edu

SKILLS

Design

Task Analysis, Information Architecture,
Interaction Flows, Wireframing,
Visual Design, Photography,
Video Prototyping

User Research

Interviews, Contextual Inquiry,
Ethnographic Studies, Personas,
Scenarios, Affinity Mapping,
Usability Testing, Protocol Analysis

Design Tools

Solidworks, Balsamiq,
Adobe Suite (Adobe Illustrator,
Adobe Photoshop, Adobe After Effects,
Adobe Premier Pro, Adobe XD,
Adobe InDesign),
C, HTML/CSS

PUBLICATIONS

Gupta, S., Upadhyay, P.(2018, September).
Social Sustainability of WhatsApp. International Conference on Research into Design.
In Press. Springer.

ACHIEVEMENTS

Department Rank 2 (Academics),
Department of Design at IITG, 2018 batch.

IIT-JEE 2014, Amongst the top 0.2% of 1.35
million students who took the exam.

EXTRA-CURRICULARS

Badminton
Won multiple school and college level events
including district level championships

Art of living
Completed Yes+ Art of Living Course

Dance
Runner Up, Open Dance Competition-
'Electric Heels'- 2015 and 2016, IITG

EDUCATION

Georgia Institute of Technology
Masters in Human-Computer Interaction, Aug'18 - May'20

Indian Institute of Technology, Guwahati
Bachelor of Design, GPA: 9.1/10, Jul'14-May'18

EXPERIENCE

**Research Laboratory in Computer Science (LRI), Université Paris-Sud,
Interaction Design Intern,** May '17 - Jul '17
Mentors: Prof. Michel Beaudouin-Lafon & Prof. Wendy Mackay
- Designed an interactive interface comprising a table top and a wall-sized display showing content on 100 top scientists of University of Paris, Saclay.
- Conducted participatory design activities with prospective users of the system.
- Created and tested mock-ups and prototypes of the navigation system.

Microsoft Research India
Interaction Design Intern, Jan'17 - Mar'17
- Designed a system that enables users to obtain second opinions online from renowned medical experts as part of a project named 'Second Opinion'.
- Performed user studies and built the Information Architecture, Task Flows and wireframes of the application.

**Techniche, Annual Techno-Management Festival, IITG
Design Team- Core Team Member**, Sep'15 - Sep'16
- Created visual graphics for the biggest Techno-Management fest in the north-east India (30,000+ audience), promoting the events and helping expand its reach.

Indian Institute of Science, Bangalore
Research Intern, May '16 - Jul '16
Mentor: Prof Amaresh Chakrabarti
- Conducted research in design methodology to develop a tool named "InDeaTe" built to provide designers a systematic approach to design products, manufacturing systems and service systems.
- Conducted literature review in the areas of design methods, sustainable system design and participated in design protocol studies.
- Organized and participated in design sessions at the IUSSTF workshop on Design of Sustainable Systems.

PROJECTS

Game Evaluation, Psi and Delta, Sep'18 - Ongoing
Georgia Institute of Technology
- Working with the Design and Social Interaction Studio to conduct evaluation of a game that aims to teach quantum mechanics to engineering undergraduates.
- Designing the evaluation study that lays special emphasis on the effects of collaborative learning while understanding scientific concepts.

Social Sustainability of Online Platforms, Aug'17 - May'18
Indian Institute of Technology Guwahati
- Explored the social sustainability of online social platforms and extracted factors that affect the usage and the social sustainability of WhatsApp.
- Proposed a set of guidelines that a designer needs to follow to develop 'socially sustainable' online communication systems.