SHUBHANGI GUPTA

EXPERIENCE DESIGNER AND RESEARCHER
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SKILLS

User Research
Interviews, Contextual Inquiry, Ethnographic Studies, Personas, Journey Mapping, Affinity Analysis, Heuristic Evaluation, Usability Testing, Protocol Analysis, Cognitive Psychology, Surveys, Focus groups

Design
Task Analysis, Information Architecture, Interaction Flows, Wireframing, Visual Design, Photography, Video Prototyping , Storyboards, Journey Mapping, Participatory Design

Tools

Solidworks, Balsamiq, Adobe Suite (Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe Premiere Pro, Adobe XD, Adobe InDesign), Sketch, MS Office

Languages

C, HTML/CSS, JavaScript

PUBLICATIONS

Gupta S., Upadhyay P. (2019) Social Sustainability of Online Instant Messaging Platform—WhatsApp. In: Chakrabarti A. (eds) Research into Design for a Connected World. Smart Innovation, Systems and Technologies, vol 134. Springer, Singapore

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, GPA: 4.0 (first semester), 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 Member, Sep'15 - Sep'16
- Created visual graphics for the biggest Techno-Management fest in the northeast 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

Smart Scheduler, Aug'18 - Dec'18
Georgia Institute of Technology
- My team members and I designed a wall display that enables stay at home parents manage their time more effectively to have more time for themselves. It works alongside a mobile application for remote interaction.
- Conducted user interviews, designed personas, defined problem statement, brainstormed ideas, tested ideas, prototyped and tested final design.

Design and Development, Heart Sense, Sep'18 - Ongoing
Georgia Institute of Technology
- Working with the Design and Social Interaction Studio to design a visualization of the physiological data(heart rate, respiration, sweat rate) of our bodies.
- Conducting brainstorming sessions and rapidly prototyping and evaluating multiple visualizations of the system.