

# SHUBHANGI GUPTA

INTERACTION DESIGNER AND RESEARCHER

<https://shubhangi0101.github.io/>

shubhangi@gatech.edu

530.407.6154

## SKILLS

### User Research

Interviews, Contextual Inquiry, Ethnographic Studies, Personas, Journey Mapping, Affinity Analysis, Heuristic Evaluation, Usability Testing, Protocol Analysis

### Design

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

### Design Tools

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

### 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 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

### Misinformation on Social Media, Dec'18 - Ongoing

Georgia Institute of Technology

- Working with Dr. Neha Kumar to evaluate the spread of misinformation and disinformation on social media platforms popular in India.
- Conducted interviews with 16 active social media users in India and am studying the factors that affect their trust on information received over social media. Presently, analysing the collected data from the ethnographic study.

### 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 for designers to develop 'socially sustainable' online communication systems.