ASTIKA GUPTA

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EDUCATIONAL BACKGROUND

University Of California, Berkeley | Master of Information Management and Systems | 2015 – 2017
Focus areas: Product design, Front-end development

University Of Mumbai | Bachelor of Electronics and Telecommunication Engineering | 2007 – 2011

COURSE PROJECTS

Happy2Help, PLAY Hackathon | Role: Product Manager, User Experience Designer | Nov 2015

- Won the FIRST place at PLAY Hackathon for designing a virtual reality interface and business model to empower tetraplegics to connect with their communities from the comfort of their homes and find meaningful jobs that utilize their skills.

Yelper | Role: Product Manager, Code Developer (Python, Javascript, SQL, APIs), User Interface Designer | Dec 2015

- Coded a web based desktop application using Python, Javascript and SQL that provides the user a list of top rated restaurants from Yelp using Yelp API sorted as per the Uber fare from user's source location to his destination location using the Uber API and Google API.

CalCentral Budget Tool | Role: Product Manager, User Experience Researcher | Dec 2015

- Designed a budget tool for UC Berkeley studentsto help them plan their finances and become more financially capable. In the process of being integrated into the university's central online system- CalCentral.

WORK EXPERIENCE

Infosys Limited | Systems Engineer | August 2011 – March 2015
Responsibility: To research, ideate, design and code web based applications end to end using Agile/Scrum methodology.

ProcureEdge, A cloud-hosted Source-to-Pay platform: [Java, Javascript, HTML5, CSS3, SQL, Jquery]

- **Research, ideation and design:**
  - o Conducted and compiled user and market research for a new initiative on source-to-pay platform in retail sector.
  - o Defined product features by analyzing the user research, business needs and technical capabilities and interacted directly with client. Created use case scenarios, user task flows and wireframes for the desktop based application.
  - o Developed high fidelity prototypes for testing with 7 client users and actively contributed towards the product strategy.

- **Coding and Web development:**
  - o Individually coded and developed in Java the biggest end-to-end web application module, Shopping Cart. Integrated the Shopping Cart module with the Search, Payment and other modules developed by internationally distributed team members.
  - o Led a team of four software developers to develop the relational database system for the catalogue management system.
  - o Designed compact functional solutions after collaborating with the design team, reducing the number of web pages from 17 to 11. This resulted in streamlining the navigation and overall user experience.

- **Outcome and Success:** Being highly successful, this platform was made its own company called EdgeVerve, a sister company of Infosys.

FavoriteLinks, A cross-browser solution for organizing bookmarks: [Java, Javascript, HTML5, CSS3, Pl/Sql, Ajax, Jquery]

- Worked in a telecom domain project for one of the leading telecom companies of USA with a team of 80 members.
- Interacted and collaborated with the client to gain an understanding of the current practices and future expectations.
- Prepared the database system that would be used for this solution using Pl/Sql.
- Coded a tree-based solution in Java for the problem at hand, which was appreciated by the client and was implemented.

Leader of the Pune city's development center for conducting product based research:

- Led a team of 20 selected members as the leader of the development center to conduct product based research with a goal of coming up with innovative ideas that the company can venture in.
- Organized seminars, talks and other interactive activities to help employees from different verticals of the company brainstorm together. Awarded Certificate for outstanding contribution in 2012.

SKILLS / TOOLS

Programming languages & Front-end development: Python, Java, C++, C, R, SQL, Javascript, HTML5, CSS3, Jquery, Ajax
UX Skills: Contextual inquiry, In-depth interviews, Personas/Scenarios creation, Survey design, Focus groups, Quantitave research
Visual design, Prototyping: Photoshop, Illustrator, Indesign, Balsamiq, Omnigraffle, Sketch, Justinmind
Tools & Frameworks: Eclipse (Juno and Indigo), Oracle 11g, PgAdmin3, PostgreSql, Toad, Tortoise SVN, Spring MVC framework