



# HEMANT GUPTA

## UX & INTERACTION DESIGNER

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### EDUCATION

<b>M.Des Interaction Design</b>	National Institute of Design, R&D Campus   2016 - 2018	<b>7.33 / 10</b>
<b>M.Sc Informatics</b>	IIC, Delhi University   2010 - 2012	<b>7.59 / 10</b>
<b>B.Sc Electronics (Hons)</b>	Sri Venkateswara College, Delhi University   2007 - 2010	<b>75.33 %</b>
<b>12th (PCM+Computers)</b>	K.V. No.2, Delhi Cantt-10   2005 - 2006	<b>85.40 %</b>

### WORK EXPERIENCE

<b>UX Designer II, Zeta</b>	[June 2019 - Present]	Fintech - Enterprise UX & Mobile UX
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Worked closely with PMs/Devs/Design Manager on PRD discussions, competitor research, brainstorming on user journey flows and designing low-fidelity to high-fidelity UI screens for various stakeholder discussions. Helped in shipping **Cipher** (3DS 2.0 ACS), **Risk Center** and **Developer Center** products as part of the enterprise banking as a service platform.

<b>UX Designer, NiYO</b>	[January - June 2019]	Fintech - Enterprise UX & Mobile UX
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Shipped the redesigned **Bharat Niyo**, an android based vernacular banking app and designed **SME Portal**, HRM solution for the corporates. Lead design efforts for the blue collared user segment with help of researchers/PMs/Devs/Co-founders/Data analysts/CustomerCare to conduct on field research, in house interviews, ux flows and high fidelity UI designs.

<b>UX Intern, Samsung</b>	[June - Dec 2018]	Rewards - Mobile UX
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NID's thesis project on unifying rewards offered across Samsung's native apps and services in India into a single Rewards Platform. Conducted user research, competitor analysis for next gen features for mass segment smartphones.

<b>S/W Engineer 1B, Ciena</b>	[September 2014 - July 2016]	NMS - Enterprise UX Designer & Developer
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Module ownership of Commissioning & Protection module for BluePlanet and Sitemanager enterprise portal. Responsible for designing wireframes, mockup screens, stakeholder discussions, creating POCs and development of various features.

<b>S/W Engineer, Aricent</b>	[June 2012 - August 2014]	NMS - Backend Developer
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Worked as core java developer for clients like **Alcatel-Lucent's** Omnivista 2500NMS and **ABB's** TotalFlow NMS solutions. Created UI testing automation tool using Selenium, that reduced 4 man/day effort to 6 hrs with 97+% efficiency.

### EXTRA CURRICULAR ACTIVITIES

2018	Publication, Understanding user experience of watching online videos	14th SIdER Conference
2017	Sports Committee (Head)   VolleyBall Team (Captain)	NID, R&D Campus
2016	Finalists   TATA (IoT) Wearable Design Competition	IIT Guwahati
2015	GRE 310  Admission Offers   MS in HCI - UMSI, Ann Arbor / EIT SUD Paris, KTH Sweden / NID	
2013	SNAP Excellence Award	Aricent Group
2012	1st Runner up   Spin-a-web Design Competition	Delhi University
2006	School topper in 12th board, Physics & Mathematics	95 & 98 / 100

