

DEEPAL GUPTA

UX/UI Designer

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ABOUT

UX/UI Designer skilled at **analyzing user behavior** and translating insights into clear and **user-centered solutions**. Brings a balance of **analytical thinking** and **creative problem-solving** while working within real-world constraints.

EDUCATION

Chitkara University, Chandigarh

Bachelor of Design (B.Des) – User Experience & Interface Design

2023 – 2027

CGPA: 9.17/10

PROJECTS

DYME – Design Project | Design Project

November 2025

- Worked in **rapid sprint cycles** under tight deadlines balancing **feasibility**, prioritization, and user needs.
- Delivered a structured **end-to-end user experience** focusing on core user flows and interaction design.
- Collaborated with my team member to ensure design consistency and alignment with product requirements.

Sakha Banking | Omnichannel Experience

September 2025

- Created a **multi-touchpoint** banking system integrating **physical & digital channels** for seamless experience.
- Addressed diverse **user groups, accessibility needs**, and constraints through inclusive design principles.
- Applied **journey mapping, interaction flows**, and **system thinking** to design a cohesive banking ecosystem.

Cooup – Service Experience Project | Service Design

April 2025

- Conceptualized a **multi-stakeholder wellness ecosystem** addressing holistic health and engagement.
- Developed **service blueprints** and **experience flows** beyond screens to map end-to-end service delivery.
- Designed **touchpoints** that facilitated meaningful interactions between users and service providers.

PrintFast – Interaction Project | Interaction Design

February 2025

- Improved a **campus printing workflow** by balancing **student** and **vendor requirements** for mutual benefit.
- Enhanced **usability, clarity, and operational efficiency** through streamlined interaction patterns.
- Designed **intuitive interfaces** that reduced friction points and improved task completion rates.

CERTIFICATIONS AND ACHIEVEMENTS

- Completed **NewGen Certification in AI Innovation and Entrepreneurship** **2025**
- Completed **NewGen Iconography Certification** **2025**
- Achieved **1st Runner-up** in the **Sandbox Hackathon (Parallel Beyond)** **2025**
- Completed **Calligraphy Foundation Certification** **2024**
- Achieved **1st Runner-up** in **Game Design (Ragpickers)** **2024**
- Secured **All India Rank 320** in **NID Prelims** among **25,000+ candidates** **2023**
- Secured **All India Rank 476** in **UCEED** among **15,000+ candidates** **2023**

TECHNICAL SKILLS

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|----------------------------|-----------------------------|-----------------------------|
| • Design Thinking | • Information Architecture | • Visual & Interface Design |
| • Human-Centered Design | • Wireframing & Prototyping | • Usability Testing |
| • User Research & Personas | • Interaction Design | • Responsive Design |

SOFT SKILLS

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|------------------------|-----------------------------|----------------|
| • Communication Skills | • Collaborative Team Player | • Multitasking |
| • Presentation Skills | • Time Management | • Adaptability |

TOOLS

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| • UI / UX Design: Figma, Framer | • Research & Ideation: Miro, Notion | • Motion & 3D: After Effects, Blender |
| • Visual Design: Adobe Photoshop, Illustrator | • Front-End Basics: HTML, CSS | • Project & Data: Google Sheets |