

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

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|---|-------------|
| • 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 |