

MAYANK GUPTA

USER EXPERIENCE DESIGNER & RESEARCHER

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CONTACT

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EXPERIENCE

Graduate Assistant (UX/UI Design) | Feb 2020 - Present

Pratt Institute - Interactive Services

Collaborated on a blockchain-based web application that helps students archive study time based on a particular skill

Created user flows, wireframes, and high fidelity prototypes to share project vision for the Minimum Viable Product

UI/ UX Designer | Jun 2018 - Jan 2019

My Education Gateway (www.myedugate.in)

Created user flows, wireframes and high fidelity prototype for the E-book landing page

Designed the cover page and custom headers for the E-book

Designed custom icon set for the website

PROJECTS

UX Designer | Feb 2020 - April 2020

Placemaking Week by Project for Public Spaces

Worked in team to improve the Information Architecture and overall User Experience of the Placemaking Week website

Conducted extensive and qualitative research 10 potential users and designed an intuitive and engaging web-experience

Built high fidelity and interactive prototypes for desktop and mobile platforms

Usability Expert | Feb 2020 - April 2020

Barnard Digital Collection

Worked in a team to conduct usability tests on the Barnard College's Digital Collection Website, to identify and address common usability issues with recommendations for enhanced user experience

Conducted and analysed remote user tests focusing on desktop version of the website, to propose key recommendations for enhancing the overall user experience

PUBLICATIONS

Mayank Gupta, Bhoomi Gupta, Nikita Gupta (2019). Load Balancing: A Classic Technique For Resource Management. 2019. JETIR May 2019, Volume 6, Issue 5

EDUCATION

Masters in Information Experience Design

Pratt Institute | New York

Jan 2020- Dec 2021 (Expected)

B. Tech Information Technology

Guru Gobind Singh

Indraprastha

University | New Delhi, India

Aug 2015 - July 2019

SKILLS

UX Design and Research

User Research

Information Architecture

Wireframing

Rapid Prototyping

Usability Testing

Visual Design

Ethnographic Interviews

Card Sorting

Tree Testing

Site Mapping

Hand Lettering

Software / Tools

Adobe Creative Cloud (AI, XD, PS)

Figma

Invision

Balsamiq

Optimal Workshop

Technology

HTML

CSS

JavaScript

Bootstrap