

Mayank Gupta

User Experience Designer & Researcher

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EDUCATION

Pratt Institute | *Master of Science (MS) in Information Experience Design*

Jan 2020 - Dec 2021

Coursework: Information Architecture and Interaction Design; Usability Theory & Practice; Emotional Design; Information Visualization; Sustainable Interaction Design; Digital Product Design

GPA 3.93

GGSIIP University | *Bachelors of Technology in Information Technology*

Aug 2015 - July 2019

Coursework: Web Technologies; Computer Graphics and Multimedia; Software Engineering; Operating Systems

GPA 3.10

EXPERIENCE

Magnite Inc. | *User Experience Designer*

July 2022 - Present

- Sole designer delivering end to end high fidelity prototypes for various product features on the DV+ and MCTV platform.
- Conducting User Research Testing across all the Magnite platforms to uncover user needs and pain points. Followed by fixing them as we transition towards the omnichannel Magnite Streaming platform.
- Leading the migration efforts for the design team to transition from XD to Figma and expand our research tool set by integrating advance tools such as Hotjar on the Magnite Streaming platform.

FCB Health | *Product Designer*

March 2022 - July 2022

- Rapidly iterated and refined design concepts across healthcare apps, interactive visual aids, websites and other technologies for diverse healthcare users.
- Collaborated with a cross functional team of UX Architects, Copy, Developers and other stake holders to ensure that end products successfully meet business goals and are aligned with diligent health industry regulations.
- Crafted design solutions that are usable, accessible, scalable and currently being used by more than **50k users** for both Desktop and Mobile platforms.

Rocket Software Inc. | *UX Designer & Researcher*

June 2021 - Dec 2021

- Collaborated with a team of **20+ engineers and PMs** in an **Agile** environment to design the MultiValue Performance Experience Dashboard.
- Conducted 3 lunch and learn sessions to evangelize **50+ team members** including executive leadership about the best UX practices
- Crafted design solutions that are usable, accessible, scalable and currently being used by **8000+ users and administrators**.

Centre for Digital Experiences at Pratt | *UX Consultant*

Jan 2020 - Dec 2021

- Worked with multiple clients including **The MET, Barnard College, Project for Public Spaces and Pratt News**, to understand user behavior and improve the overall user experience.
- Moderated and led **100+ user testing sessions** using evaluation methods such as Ethnographic Interviews, Eye-tracking etc.
- Designed interactive high fidelity user interfaces in using tools including **Figma, AxureRP, AdobeXD** and **Sketch** following the highest standards of accessibility and visual design.

SKILLS

User Experience Design, Information Architecture, Interaction Design, Data Visualization, Wireframing, Rapid Prototyping, Storyboarding, User Research, Usability Testing, User-Centered Design, Persona Development, Visual Design, Agile/Scrum, Typography, A/B Testing, Eye-Tracking Study, Accessibility Design, Usability Principles, HTML, CSS, JavaScript, Bootstrap

TOOLS

Adobe XD, Axure RP, Figma, Sketch, InVision, Balsamiq, Procreate, Miro, Mural, Adobe Illustrator, Adobe Photoshop

ACADEMIC PROJECTS

COVID-19 Predictive Analysis Dashboard

Aug 2020 - Dec 2020

Created a dashboard using Spatial Markov chains and predictive analysis to study COVID-19 trends.

Created **3 geo-spatial visualization** in Carto to highlight future trends in COVID cases and how they are impacted by mask use.

Barnard Digital Collection

Feb 2020 - Apr 2020

Moderated and analyzed 10+ remote usability tests to identify and address usability issues on the Barnard Digital Collection website. Delivered tangible user-centric design solutions in the form of Figma mock-ups that could be easily implemented in production code.