

# Mayank Gupta

User Experience Designer & Researcher

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## EXPERIENCE

### UX Designer & Researcher | Rocket Software Inc.

June 2021 - Present

- Designed multiple components for the Multivalue(MV) Experience team, documented detailed interaction model and visual design in a comprehensive UI/UX specifications document.
- Collaborated with product managers, engineers and architects to explore and build new designs.
- Conducted 2 lunch and learn session to evangelize best design practices to entire MV team.

### Web Developer | Pratt Institute

Oct 2020 - Dec 2020

- Developed the Resilience Wellness and Well Being project website.
- Applied the best principles of color theory and UX design while writing well-structured and reusable code for the project.

### UX Designer & Researcher | Pratt Institute

Feb 2020- Apr 2020

- Collaborated on a blockchain-based web application that helps students archive study-time based on a particular skill.
- Identified user needs to sketch solutions and build simple yet sophisticated prototypes that can be user tested and improved in further iterations.

## PROJECTS

### COVID-19 Predictive Analysis Dashboard

Aug 2020 - Dec 2020

Created a dashboard showing probability of future COVID-19 outbreaks using Spatial Markov chains.

Created 3 different maps in Carto to show the number of cases and affects mask use can have on future trends.

### Placemaking Week by Project for Public Spaces

Feb 2020 - Apr 2020

Collaborated to improve the Information Architecture and User Experience of the Place-making Week website.

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

Built high fidelity and interactive prototypes for desktop and mobile platforms.

### Barnard Digital Collection

Feb 2020 - Apr 2020

Conducted usability tests on the Barnard College's Digital Collection Website, to identify and address common usability issues with recommendations for enhanced user experience.

Analyzed remote user tests focusing on desktop version of the website and proposed key recommendations for enhancing the overall user experience.

## EDUCATION

### Pratt Institute | Master of Science (MS) in Information Experience Design | GPA 3.9

Dec 2021 (Expected)

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

### GGSIIP University | B. Tech Information Technology | GPA 7.75/10.0

July 2019

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

## SKILLS

**Tools:** Axure RP, Adobe XD, Sketch, Figma

**Methodologies:** User Experience Design, Information Architecture, Interaction Design, Data Visualization, Wireframing/Storyboarding, User Experience Research, Rapid Prototyping, User Testing

**Web Technologies:** HTML, CSS, JavaScript, Bootstrap