Mayank Gupta
User Experience Designer & Researcher

mayankguptadesigns.com
linkedin.com/in/mayankguptadesigns
mgupta17@pratt.edu
+1 201-993-1330

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;   **GPA 3.93**
Information Visualization; Sustainable Interaction Design; Digital Product Design

GGSIP 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

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 lead **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.

Pratt Institute | *UX Designer & Researcher*   *Feb 2020- Apr 2020*

- Worked under the Associate Director for Research and Strategic Projects, Prof. Basem Aly to lead the redesign for a **blockchain based** peer-to-peer Skill Sharing **application** with **5000+ users.**
- Identified user needs to sketch solutions and build simple yet sophisticated high fidelity prototypes.
- Conducted **20+ user testing session** to evaluate and validate both low and high fidelity designs.

SKILLS

User Experience Design, Information Architecture, Interaction Design, Data Visualization, Wireframing, Storyboarding, User Experience Research, Rapid Prototyping, User Testing, User Centered Design, Personas, Visual Design, Typography, A/B Testing, Eye-Tracking Study, HTML, CSS, JavaScript, Bootstrap

TOOLS

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

ACADEMIC PROJECTS

COVID-19 Predective 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 hightlight future trends in COVID cases and how they are impacted by mask use.

Placemaking Week by Project for Public Spaces   *Feb 2020 - Apr 2020*

Collaborated to improve the Information Architecture and User Experience of the Placemaking Week website.

Moderated **20+ user interviews** to gain qualitative insights on the website.

Designed detailed high fidelity prototypes for desktop and mobile screens using Adobe XD and Figma

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.