

# SHREYA GUPTA

## Personal Profile

I enjoy working with Multiple Disciplines, Storytelling, Research, Gamification for Social Change and User Engagement through Play. My work mostly focuses on User Experience Research, Product Development, Game Designing, Crafts, Mix Media, and User Involvement .

## Education

**M.DES  
(TOY AND GAME  
DESIGN)**  
2017

### NATIONAL INSTITUTE OF DESIGN

Gandhinagar, Gujrat

I learned about different research methods, processes and approaches towards a design project. Centered my study around play and gamification, along with user experience.

**B.TECH  
(COMPUTER SCIENCE)**  
2010 -2014

### MADHAV INSTITUTE OF TECHNOLOGY AND SCIENCE

Gwalior, Madhya Pradesh

The key areas of my discipline included Computer based languages, information systems and AI. I create a desktop/web application to navigate route around my College campus for my Final Graduation Project.

## Skills

### CREATIVE SKILLS

**Concept Developing, Play Experience, Product Developing, Storytelling, User Experience Design, Design Research, Gamification**

### TECHNICAL SKILLS

**Adobe Creative Suite, Unity, Processing, Dragon Frames, Hexels, Javascript, C#, C++**

## Online info



/theshreyagupta.com



/shreyagupta21292

## Work Experience

### ASSISTANT PROFESSOR

2014-2015

### MAHATMA GANDHI UNIVERSITY/IGNOU

South Ex. , New Delhi  
Computer Applications

It was my first job, I met people from different countries, learned about education and educating different ages & mindsets.

### CONTENT WRITER

2014

### MAHATMA GANDHI UNIVERSITY

South Ex. , New Delhi  
Computer Applications

As a content writer, I did research for creating BCA books and course materials. Guided students on final year projects.

### UX RESEARCH INTERM

2017

### IMPETUS TECHNOLOGIES

Block k, Noida Special Economic Zone,  
Noida, Uttar Pradesh

Worked on team collaboration application. I was responsible for the user research to gamification solutions to boost creative collaboration withing different teams.

## Achievements

### IDEO OPEN DESIGN CHALLENGE

2017

### SHORTLISTED PROJECT

Reducing school dropouts lacking proper documentation and maintaining academic continuity - Especially for Girls and Differently abled



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