

SMRITI GUPTA

UX DESIGNER

+917829987826

www.smritig.com

smriti710@gmail.com

SUMMARY

A User experience designer actively seeking full-time job opportunities

I strive to design usable products and experiences for users with empathy and through meaningful research by using my dual background in Architecture and Design.

EDUCATION

Aug 2018 | Srishti Institute of Art, Design and Technology | Bengaluru, India
May 2020 | M.Des in Human Centered Design

Aug 2011 | School of Planning and Architecture | Bhopal, India
May 2016 | Bachelors of Architecture

EXPERIENCE

Feb 2020 | Adobe | Noida, India | Design Intern
Sep 2020

- Joined the Photoshop Express team as a Design intern.
- Currently working in collaboration with the design and engineering team on enhancing the user experience related to the existing & new features of the app.

May 2019 | Policybazaar | Gurugram, India | UX Design Intern
July 2019

- Worked cross-functionally to design corporate health insurance management platform of SMEs incorporating research and interactive prototypes.
- Designed a gamified version of Hazard Perception test for Motor insurance.
- Responsible for Visual redesigning of the corporate insurance landing pages, blank state pages, banners and emailers.

June 2017 | Salient Design Studio | Kolkata, India | Assistant Architect
Jan 2018

Collaborated with the design & development team on eight architectural projects for the project's research, concept development & CAD drawing preparation.

July 2016 | Fabricast India | Durgapur & Kolkata, India | Associate
April 2017

Fabricast India is a metal casting manufacturing company based in West Bengal.

- Worked continuously to refine the business concept and model, managed the product's design and drawings & handled clients.
- Generated new revenue stream converting generated industrial waste products into a profitable waste management system.

PROJECT HIGHLIGHTS

Uber Redesign for Accessibility
Bridging the communication gaps faced by the auditory impaired riders during their Uber rides.
<https://www.smritig.com/uber>

Street Side
Street Side is a business empowerment app for street food vendors.
<https://www.smritig.com/food>

SAM (Speech Alternative for me)
SAM is an AI powered assistant for speech impaired users to assist them in filling awkward conversation gaps in social settings.
<https://www.smritig.com/sam>

Adventures of Mahishmati Kingdom
Game for evaluating self-confidence in school children suffering from Dental Fluorosis
<https://www.smritig.com/gamedesign>

SKILLS

Generative
+ Explanatory +
Evaluative Research
Ethnography
Scenario Mapping
Persona creation
Affinity Diagram
Wire-framing
Rapid Prototyping
Interface Design
User Testing
Storytelling
Hands-on Sketching
Model Making

TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Adobe Premier
InVision
Zeplin
Figma
Balsamiq
3dsmax
Google Sketchup
AutoCAD
Tableau

INTERESTS

Design Research
Visual design
Augmented/Virtual /Mixed Reality
Information Visualization
Motion Design
Painting
Culinary
Interior Decoration