

Ayushi Gupta

User Experience Designer

A highly skilled and experienced UX designer with 4+ years of design experience, adept at utilizing design thinking to create engaging user experiences.

Contact

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Education

2017 - 2019

Master in Design | Industrial Design
Srishti Manipal Institute of Art, Design & Technology

2013 - 2017

B. Technology | Computer Science
Keshav Mahavidyalaya, Delhi University

Skills

Design Research | Design Audit | Wireframing | Journey Mapping | User Flows | Prototyping | Information Architecture | Storytelling | Data Visualization | Visual Design | UX Writing

Tools

Figma | Sketch | Zeplin | Miro | InVision | Balsamiq | UsabilityHub | Google Analytics | Jira | Notion | Adobe XD | Protopie

Work Experience

Lollypop Design Studio

October 2022 - Present | Bangalore

Associate Senior UX Designer

Notable Clients: Vodafone Idea Ltd

- Collaborate with cross-functional teams to create innovative and engaging user experiences for Vi web squad and digital acquisition of new customers.
- Develop user flows, wireframes, and prototypes to ensure a smooth user experience.
- Conduct UX audits to identify areas for improvement and make recommendations to enhance the overall user experience.
- Collaborate with developers to ensure high-quality implementation of designs.

UX Designer

Notable Clients: CAMSRep, MOCI Qatar

Product Designer | Cubera Tech India Pvt Ltd

May 2022 - October 2022 | Bangalore

- Designed a user-friendly interface for managing home Wi-Fi network across multiple devices, in collaboration with product managers and developers, resulting in an improved user experience.
- Conducted user research and usability testing to gather feedback and insights, resulting in improved usability and overall user satisfaction.
- Developed comprehensive design solutions, including wireframes, interactive prototypes, and high-fidelity designs, that accurately reflected user needs and product requirements.
- Created design systems, style guides, and documentation to ensure consistency and quality across the product, and promote design best practices among team members.
- Worked closely with developers to ensure designs were implemented to the highest standards, and iterated on designs based on technical constraints and user feedback.

Freelancer | Superprofs

Jan 2022 - Apr 2022 | Remote

- Collaborated with SuperProfs.com, an edtech startup, on various UX design projects to enhance the user experience for students and educators.
- Created wireframes, interactive prototypes, and design specifications to guide development and maintain design consistency.
- Contributed to the improvement of the online education platform's usability and overall user satisfaction.
- Designed eye-catching visuals and illustrations for educational content, enhancing the platform's appeal to students and educators.
- Successfully integrated branding elements into all design and social media materials, ensuring a consistent and professional image for the startup.

Industrial Designer

Jun 2019 - Dec 2021 | Multiple OrganisationS