

Aditi Gupta | Product Designer

PORTFOLIO: www.aditijaygupta.com

linkedin.com/in/aditijaygupta
aditijaygupta.ux@gmail.com
(602)849-3358

WORK EXPERIENCE

UX/UI Design Intern — RadicalX

New York, NY | June 2023 - August 2023

- Built the Squad Profile Management module for RadicalX's gamified coding contest platform, within a team of 5 collaborating with the founder.
- Crafted mockups for 6+ sections including Team Statistics, Availability, Missions, and Messages for Leaders, Members, and Non-Members through 3 design iterations.

Graphic Designer — ASU College of Global Futures

Tempe, AZ | January 2023 - Present

- Facilitated focus groups consisting of 15 professors at ASU to design the Training Portfolio for the Engineering for One Planet (EOP) program, assisting 13+ universities' (SJSU, RIT, PSU) sustainability programs.
- Assisted in designing the ASU EOP website to incorporate the program details and developed a Teaching Evaluation Tool for 10+ engineering professors for quantitatively assessing their curriculum.

Frontend Developer — Two Words Design

Mumbai, IN | May 2021 - July 2021

- Incorporated refined information architecture into a client's e-commerce website using HTML, in collaboration with UX Designers, leading to a 2.1% increase in the conversion rate.
- Enhanced the color scheme, layout, and overall visual appeal of the website through CSS, resulting in a 31% surge in site traffic.

PROJECTS

Indian Railways Website Redesign

August 2023 - December 2023

- Performed heuristic markup, and gained user insights via 21 user surveys, 3 user interviews, and empathy mapping, identifying 10+ usability issues.
- Facilitated 5 moderated usability tests to streamline the login and ticketing process for improved accessibility, resulting in an 80% CSAT score.
- Achieved a 40% decrease in ticket-booking time through high-fidelity prototypes, reducing it from an average of 5 minutes to 3 minutes.

Mealit - Community-based Student Meal Planning App

August 2023 - December 2023

- Prototyped an end-to-end meal planner for students by identifying market gaps through competitive analysis, culminating in an 85% SUS score.
- Addressed student needs using the MOSCOW prioritizing technique and achieved a +66% NPS score.

EDUCATION

Arizona State University

Master of Science

Human-Computer Interaction

GPA 4.00/4.00

Aug 2022 - April 2024

Narsee Monjee Institute of Management Studies

Bachelor of Technology

Computer Science - AIML

Aug 2018 - April 2022

SKILLS

Research

Affinity Diagrams, Cognitive Walkthroughs, Journey Mapping, Persona, Storyboarding, A/B Testing, Usability Testing, Heuristic Evaluation, Content Audit, Contextual Inquiries, Qualitative & Quantitative Research

Design

Wireframing, Rapid Prototyping, User Experience Design, User-centered Design, User Interface Design, Branding, Graphic Design, Visual Design, Interaction Design

Tools

Figma, Adobe Creative Cloud, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Protopie, Invision, Sketch, Miro, Balsamiq, Maze, HTML, CSS, R, Python, Java

AWARDS & CERTIFICATES

Print & Digital Layout Design Award, 2022

GIT Industry Awards, ASU

UX Design Certification

Grow with Google, Coursera

HarvardX Data Science

Harvard, Coursera