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Skill-set

DESIGN

B2B and B2C SAAS Product Design |
Web Design | Service Design | Interface
Design | Advanced Prototyping | Agile
Design Process | Data Visualization

RESEARCH

Mixed Method Research | Product Strategy

Qualitative

Foundational Research | Diary Study |
User Interviews | Contextual Study |
Competitor Analysis | Empathy Mapping |
Affinity Mapping | Heuristics Evaluation |
Formative & Summative User Testing

Quantitative

Survey Study | A/B Testing | Click Tests

TOOLS AND LANGUAGES

Figma | Sketch | Protopie | Framer |
Dovetail | Miro | C | Java Script | Adobe Suit

Academics

National Institute of Design, Bengaluru
M. Des | 2020-2023

School of Planning & Architecture, Delhi
M. Des in Industrial Design | 2019-2020

Faculty of Architecture AKTU, Lucknow
B. Arch | 2012-2017

Ashima Gupta



UX Designer | UX Researcher | Architect

Hello! I am a User Experience Researcher & Designer who believes in navigating till the roots for uncovering nuances that inform seamless human experiences.

Experience

● REMIDIO | UX Designer and Researcher

Aug 2023- Present • B2B for Healthcare & Medtech

- Driving UX Design and Research for industry firsts AI-powered digital eye care products improving imaging accuracy and enabling early disease detection.
- Leveraging human-centered design methods-contextual studies, usability testing & iterative prototyping to shape Patient and Clinical Workflow Management platforms.
- Streamlined workflows, decreasing screening time by 124s and strengthening brand trust in clinicians globally .
- Collaborated with cross-functional teams to drive measurable business outcomes, increasing the sales.

● SERVICENOW | UX Research and Design Intern

Aug 2022 - Feb 2023 • B2B for Healthcare, Tech, Fintech

- Conducted comprehensive mixed-method research with User interviews, User journey and workflow analysis.
- Delivered actionable insights that drove the introduction of tailored features on Customer Management Products.
- Research and prototypes significantly improved product relevance for target businesses in ServiceNow's Agent Workspace/ Customer 360.

● FRAAZO | Design Intern

Mar 2022- May 2022 • B2C for Online Grocers

● Edit Silica | Visiting Design Faculty

Jan 2022 - Present

● KAAVA Studio | Associate Architect

Aug 2017 - Apr 2018

Certifications

Certified by Google

- Google UX Design (All seven courses on Coursera)

Certified by LinkedIn Learning

- Advance Your Skills as a UX Researcher
- Using AI for UX Design and Research
- Accessibility - First Design
- Systems Thinking for Product Designers