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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 |  
Stakeholder Workshop Conduction

#### 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 user experience and research innovation in AI-powered digital eye care products with design decisions that align with business goals, enhancing imaging accuracy globally for early eye disease detection, boosting user trust in the brand, resulting in increased business sales & revenue.

### ● SERVICENOW | UX Design and Research Intern

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

Conducted comprehensive mixed-method research and designed prototypes with cross functional teams delivering actionable insights that drove the introduction of tailored features, significantly improving product relevance for target businesses in ServiceNow's Agent Workspace/ Customer 360.

### ● FRAAZO | Design Intern

Mar 2022- May 2022 • B2C for Online Grocers

Designed store experience for Mumbai's first retail store. Carried out small researches to inform UX / UI designs for the mobile app which enhanced the company's marketing strategy.

### ● 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