Ashima Gupta

Product Designer | User Researcher | Architect

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

I keep a vision for design that encompasses details of past hinderances, present needs and future forecasts.

Experience

- **SERVICENOW | UX Research and Design Intern**
  August 2022- February 2022

  Collaborated with cross-functional teams to deliver actionable insights & designs by conducting mixed method research and developing prototypes for B2B Product called **Agent Workspace**.
  - **Industries Targeted:**
    Healthcare | Public Services | Technology

- **EDIT SILICA | Visiting Design Faculty**
  January 2022 - Present

  Mentoring aspiring designers for all national design and architecture entrance examinations.

- **FRAAZO | Design Intern**
  March 2022 - May 2022

  Designed store experience for Mumbai. Carried out small researches to inform UX / UI Design for the mobile app.

- **KAAVA Studio | Associate Architect**
  August 2017 - April 2018

  Worked on Residential, Retail & Furniture Design Projects.

- **Kanvinde, Rai & Chowdhury | Intern Architect**
  July 2015 - December 2015

  Worked on Design development for **AMUL.Co** Dairy Processing Unit and Extension Hostel for **IIT Kanpur.**

Skill-set

DESIGN
Human Centered Experience Design
Product Design | System Design |
Service Design | Interface Design |
Data Visualization | Storytelling

RESEARCH
Mixed Method Research |
Product Strategy

Qualitative:
Ethnographic Research | Diary Study |
User Interviews | Focus Group Study |
Contextual Study | Competitor Analysis |
Heuristics Evaluation

Quantitative:
Survey Study | A/B Testing | Click Tests

TOOLS & LANGUAGES
Adobe Creative Suit | Figma | Unity |
Sketch | HTML | C | Java Script

Academics

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

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

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

Certifications

Certified By Google:
- Google UX Design (All seven courses on Coursera)

Certified by Interaction Design Foundation:
- Mobile UX Design: The Beginner's Guide

Certified by LinkedIn Learning
- Advance Your Skills as a UX Researcher
- Design Powered by Data