Aakriti Gupta
Service Designer & UX Researcher

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EXPERIENCE

UX Designer
Bajaj Finance Limited I Pune, India   Mar 22 - Aug 22

- Devised a visual design framework to assist the team in choosing components.
- Developed a system to calculate the digital experience score for a company's web pages, which highlights customer experience-related interventions across all assets.
- Designed user journeys and was involved in wireframing, prototyping, and usability testing for the products like Cart, Offers, Calendar, Loan, and Investment pages.

Product Manager
Instilytics Consulting LLP I Bengaluru, India   Apr 21 - Feb 22

- Collaborated cross-functionally with engineering and product management teams to make user-centric, data-driven decisions.
- Led design team in building a platform for mentor-mentee engagement for the client.
- Engaged with the clients as partners, and designed for future iteration and sustainability.
- Strategized key ideas along with the product, engineering, and operations teams to expedite expansion.
- Managed a team of 4 to timely deliver tasks at hand.
- Encouraged teams to do their best, and increased their productivity immensely.

Product Designer
9thBlock Inc. I Redwood City, US   Sep20 - Mar 21

- Provided quantitative and qualitative research on user needs, attitudes, and behaviors for a user engagement platform.
- Gathered and evaluated market analysis in collaboration with product managers and engineers.
- Conducted user interviews to gather data points.
- Delivered service blueprints with user journeys.
- Designed mid-fidelity prototypes to optimize for a wide range of devices and intuitive micro-interactions.
- Executed social media campaigns targeting 100+ groups.
- Involved in the planning and strategy of the company's social media presence.
- Participated in various CSR events for the company's promotion.
- Built a community to help NGOs to connect with corporates.

Design Consultant   June 16 - Mar 18
East West Design Solutions Pvt. Ltd. I New Delhi, India

- Collected and analyzed secondary research data points to find the opportunity areas in the beauty segment.
- Suggested ways to fix the problem areas with the help of design thinking and brainstorming approach.
- Involved in user testing to get feedback from real users.
- Collaborated with teams to define intent, development, testing, and refinement of prototypes.
- Developed product presentations and collaborated with marketing teams to develop sales propositions.
- Represented the company at Cosmoprof, Hong Kong. Cosmoprof is a global event in beauty industry.

EDUCATION

Savannah College Of Art & Design, Georgia,USA

MA I Service Design
Expected graduation: 04/2024

NIFT, New Delhi, India

B.Des I Industrial Design
Class of 2016

TOOLS

Zeplin	Contentsquare	Figma	Miro
Adobe Creative Suites	Microsoft products	Invision	Trello