



## UX DESIGNER

# SHOBHIT GUPTA

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## WORK EXPERIENCE

### Associate UX Designer

Ernst & Young (EY GDS), March 2024 – Present

### UX Designer-Internship

SimplePlan Media, Feb 2023 – June 2023

### UX/UI Designer – Freelance/Contract

InnBell, Sep 2022 – August 2023

### Graphic Design Associate

Leanafy, Jan 2021 – April 2021

## PROJECTS

### parcha

parcha is a health companion application whose sole purpose is to provide post diagnosis support to the patient. It can scan, understand and translate a medical prescription into an easy to follow medication and diet instructions in multiple languages.

### System Thinking – MACCHAR

Conducting an extensive research about the E-rickshaw system of Jaipur, gathering insights and mapping the whole ecosystem that runs in the streets of Jaipur. Concluding with a concept solution.

### AAC Feature for Uber

Creating a feature for hearing-impaired people to make the rickshaw/cab navigation accessible to them.

## EDUCATION & LEARNING

### M.Des Interaction Design

JK Lakshmipat University, CGPA – 8.06  
AUG 2021 – Present

### UX Jumpstarted Certified Course

ImaginXP, Delhi – Remote,  
JAN 2021 – MAY 2021

### Bachelor's of Computer Applications

Amity University, Noida, CGPA – 7.04  
AUG 2018 – JULY 2021

### Adobe Photoshop Certification

Arena Animation,  
Summer 2016

## SKILLS

- UX Design
- UX Research
- System Design
- Service Design
- Wireframe & Prototyping
- Information Architecture
- User Journey Maps
- Accessible Design
- Data Analysis
- Task Analysis
- Persona Building
- A/B Testing
- Heuristic Evaluation
- Usability Testing
- Qualitative/ Quantitative Interviewing
- Affinity Mapping

