

# SAKSHI GUPTA

User Experience Designer

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Raleigh, NC

## RELEVANT WORK EXPERIENCE

### ADOBE PHOTOSHOP | Experience Design Intern

San Francisco, CA, United States | May'20 - August'20

Produced both futuristic and MVP design explorations and ideations for an ML/AI gallery called Neural Filters in Photoshop, released at MAX. Worked alongside a content strategist, focused on ethics, labels, feedback, and biases of this tool. Throughout the project, I cross-collaborated with designers, engineers, and researchers. Additionally, I designed alternative prototypes for user testing sessions with the design research team.

### WEX | UI/UX Graphics Design Intern

Portland, ME, United States | May'19 - August'19

Post-primary research, based on an employee survey with over 530 respondents and Google analytics, analyzed as well as conducted unmoderated card sorting using online software:- user testing and optimal workshop for 10+ years old WEX intranet website on WordPress with 400+ pages, resulting in well re-structured information architecture, and aging report. Setup A/B Testing experiences on Monetate software with designed visitor targeted banners, lightboxes, and HTML/CSS actions for the WEXinc website.

### CIPM | UI/UX Designer(Part-time)

Raleigh, NC, United States | Jan '19 - May '19

In coordination with the iPiPE team, conducted usability testing with iPiPE users. Evaluated functional and stylistic elements critical to user experience, created mockups, storyboards, prototypes, process flows, and sitemaps as needed to illustrate changes and improvements. Built a consistent brand for iPiPE on both mobile and web applications.

### NCSU | Teaching Assistant(TA)

Raleigh, NC, United States | Jan '19 - Present

Initially started as a TA for virtual reality for high schoolers and then moved on to being a TA for Graphic Design Theory and practice. I was elemental in student's learning of the subject and completion of assignments.

### SHIPSY | UI/UX Designer

Gurugram, Haryana, India | May '16 - Oct '16

Wireframed and prototyped a diverse range of internal and external products involving the use of ML/AI for DTDC, India -across all major platforms like desktop, mobile, and tablet. Collaborated with the back-end, frontend developers, as well as stakeholders to remodel internal products for DTDC, which increased efficiency by 120%.

## EDUCATION

### MASTER OF GRAPHIC DESIGN

[GPA: 4.0/4.0]

May '21, North Carolina State University, Raleigh, NC

### BACHELOR IN COMPUTER SCIENCE

[GPA: 8.14/10]

May '15, DAIICT, Gujarat, India

## SKILLS

Designing for ML/AI  
User-Centered Experience Design(HCI)  
Wireframing/Prototyping  
Conversational User Interface Design  
Data Ethics and Bias Mitigation in AI  
Multimodal Design(VR/AR/Digital)  
Speculative Design  
Design Research Methods  
Design Thinking  
System and Identity Design

## SOFTWARES

Photoshop  
Illustrator  
XD  
Premier Pro  
After Effects  
Sketch  
WordPress  
Invision + Zeplin  
Optimal Workshop  
UserTesting  
Vuforia  
Oculus Go  
Unity + Visual Studio + C#  
HTML/ CSS/JavaScript  
Monetate

## CERTIFICATIONS

Design Thinking Practitioner - IBM  
User Experience Design - GeorgiaTech  
Monetate Platform Foundations