

Ishita Gupta

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User Experience Designer

UX Designer based in New York with 2+ years of experience, with an entrepreneurial spirit that thrives on collaborative complex problem-solving. Motivated to create data-driven design solutions that transform ideas into intuitive experiences.

WORK EXPERIENCE

UX Design Intern | UX Foundations

October 2023 - Present

- Collaborated on the complete overhaul of the CHIIPS New York website, through stakeholder consultations, rigorous user testing, and brand analysis: achieved a 20% increase in user donations.
- Ensured platform-wide consistency by establishing a design system and a newly defined brand identity contributing to a 30% increase in average session duration.
- Enhanced the user experience by refining and rigorously testing high-level mock-ups and interaction flows, effectively validating design decisions for development.

Branding and UX Strategist | Alankar Jewels

November 2023 - January 2024

- Spearheaded a comprehensive rebranding initiative for an e-commerce B2B company by utilizing qualitative and quantitative research to establish a cohesive design system and brand identity.
- Crafted intuitive category names and collection titles, enhancing user recognition and facilitating seamless browsing and product discovery.
- Strategically redesigned homepage and information architecture to streamline navigation and improve user flows resulting in a 25% increase in user engagement.

UX Designer | RubiesTuesdayNYC

8-week design sprint

- Conducted extensive user research to gain insights into e-commerce buyer motivations and preferences, informing strategic decisions to improve the overall purchasing journey across various touchpoints, resulting in a 15% increase in conversion rates.
- Directed the desktop design, prioritizing enhancements to product pages and integrating efficient filtering mechanisms to optimize product discovery.

UX Design Consultant | Goodsend

4-week design sprint

- Facilitated stakeholder interviews and design reviews to strategize and implement a new app interface, resulting in a 45% increase in conversion rate and a 60% boost in user engagement.
- Led collaborative efforts with the design team to integrate UX strategies, by implementing gamification features, to execute the redesigned onboarding experience and donation flow design resulting in a 50% improvement in user satisfaction scores.

WiX Website Designer | Unleash the Inner U

June 2022 - August 2022

- Developed and designed 8 website pages to prioritize client engagement and company objectives, by implementing email marketing strategies, including automation tools and personalized content, resulting in a 20% increase in lead generation.

SKILLS

User Research & Data Analysis
Journey Mapping
Empathy Mapping & Persona Creation
Information Architecture & Card Sorting
Low and High Fidelity Mockups
Prototypes
Responsive Design & Visual Design
Interaction Design
Usability Testing
Product Strategy
A/B Testing
Basic HTML/CSS
Copywriting
Strategy Designer
Cross-functional Collaboration & Design Sprints
Entrepreneurial Mindset

TOOLS

Figma
Adobe Creative Suite
Sketch
Webflow
InVision
Miro
Axure RP
Framer
Maze
Atlassian
Chat GPT

EDUCATION

UX Design | General Assembly

2023, New York

500+ hours in immersive course in UX/UI methodologies and ideation

BBA in Business Management | Baruch College

2018 - 2022, New York

Major in Entrepreneurial Business Management
with a minor in Graphic Communication

