

# Shriyansh Gupta

## Product Designer • UX Researcher

With experience in product design, UX research, and interaction design, I prioritize user-centric principles, guiding projects from research to prototyping. I transform complex challenges into intuitive solutions by seeking practical insights from real-world applications. My versatility across diverse sectors, coupled with a passion for learning and innovation, enables impactful collaborations with visionary teams.

- ✉ [shriyansh\\_g@nid.edu](mailto:shriyansh_g@nid.edu)
- ☎ +91- 8287037430
- 🌐 [LinkedIN/Shriyansh](#)
- 🔗 [www.shriyanshgupta.com](http://www.shriyanshgupta.com)

## WORK EXPERIENCE

01

### IIM Ahmedabad

#### UX Designer | Internship

Oct 2023 - Feb 2024 | Ahmedabad, Remote

- Creating a guilt-free and curated news app experience that prioritizes user well-being and engagement.
- Oversaw startup's visual identity and website UX design, closely aligned with founders vision.

### Decathlon

#### Product Designer | Academic Project

Nov 2023 - Jan 2024 | Paris

- Conducted market research to identify needs and gaps for a tracking bag design.
- Designed and developed a prototype with advanced tracking and ergonomic features, with iterative testing and refinement in collaboration with a multidisciplinary team.

### BombayCat Films | NDBI

#### UX Designer | Internship

Nov 2022 - Apr 2023 | Ahmedabad

- Utilized user-centered design for Reliance and iDecorwala projects, delivering intuitive experiences that surpassed client expectation.
- Clients: KitKat, iDecorwala, Reliance, ISRO, Alagsee Designer.

### Employees Provident Fund Organisation

#### Product Designer | Project

Aug 2022 - September 2022 | Ahmedabad

- Designed and delivered customized trophy souvenirs for EPFO's 30th anniversary celebration, reflecting the organization's values and garnering appreciation from employees.
- Facilitated cohesive teamwork within the EPFO design team, driving collaborative efforts to achieve project success.

## VOLUNTEER

06

### Industry Interface

Facilitated and coordinated a seamless interview process for three consecutive years at NID.

### Paris Fashion Week

Volunteered backstage at Paris Fashion Week, assisting with event coordination.

### India Design Mark

Collaborated with a team to set up and curate the entire India Design Mark exhibition.

## EDUCATION

02

### National Institute of Design, Ahmedabad

Sep 2021 - Present | Bachelor of Design | Product Design

Projects Mentioned by the Times of India.

### The École nationale supérieure des Arts Décoratifs, Paris

Sep 2023 - Feb 2024 | Exchange Semester | Interaction Design

Collaboration with an AI startup

Part of the team creating a material library for the Paris government; conducted key research

## CERTIFICATES

03

### Foundations of User Experience (UX) Design

Google Certification

### Foundations of Project Management

Google Certification

### Generative AI for Everyone

DeepLearning.AI

## SOFT SKILLS

04

Empathy, Problem Solving, Coordination, Curiosity, Critical Thinking, Active Listening, Team-work, Precision, Storytelling

## SKILLS

05

UX Research,  
Design Research and Analysis,  
Visual Design, UI/UX,  
Data Visualization, HCI  
Systems Thinking,  
User Research, Conceptualization  
Usability, User Testing  
Visual Storytelling,  
Micro-Interactions, Service Design,  
Communication, Sketching  
Interaction Design,  
Wireframing and Prototyping,  
AR/VR,  
Design Thinking,  
Content Writing

## TOOLS

07

Adobe Suite: XD, Illustrator, Photoshop, After effects

Prototyping: Figma, Framer

Collaboration & Organisation: Notion, Miro, Slack

Creative Tools: Procreate, DALL-E, MidJourney

3D Modeling: Blender, Rhino 3D, Unity, Sketchup

Data Visualisation: Power BI, Tableau, Microsoft Excel