



Inika Gupta

Georgia Institute of technology
Design | Research | Strategy

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WORK EXPERIENCE

Jun' 20 - Aug' 20

Atlanta, GA

PICHAARI DESIGN STUDIO

UX Designer and UX Researcher

Primary project included working with a team of researchers, designers, and developers to build an adaptive **e-commerce website** for a company offering acoustical solutions; the website is equipped with a **calculator & product configurator**, eliminating the need for an active customer care. Participated in ideation, conceptualising, research, and conducting client workshops for various other projects.

Dec' 19 - Present

Atlanta, GA

BITS OF GOOD

Product Designer

Working with a **team** of Designers, Developers, EMs and PMs to help nonprofits by building powerful web apps from a **UX and UI perspective**.

My projects include an **inventory management app**, **Brand Design** illuminating the BoG mission, and an **interactive resource map** which connects patients with behavioral health services.

Sep' 19 - Nov' 19

Atlanta, GA

PRAAN

Product Designer

Re-designed and re-launched Praan's **official website**, showcases who they are and what they do. Involved with **storyboarding, branding, and future projects**.

PROJECTS

Jan' 21 - Current

Atlanta, GA

HCI PROJECT: ELECTROCHROMIC SKIN

Focuses on an accessible and scalable fabrication method for soft printed displays in an attempt to revolutionize existing forms of printed and wearable products.

Aug' 20 - Nov 2020

Atlanta, GA

CHILLOVER: THE LAYOVER APP

Attempts to enhance an individual's layover experience at an airport or a city. It makes information more accessible, offers recommendations, helps manage documents and time better by creating a carefree, personalized layover journey independent of the time you have!

Oct' 20 - Dec 2020

Atlanta, GA

NODOR: BRINGING THE OUTDOORS INDOORS

Attempts to improve the quality of everyday life by re-imagining the user's environment without the hassle or expense of changing the physical location.

EDUCATION

Georgia Institute of Technology

August 2018 - May 2022

BS Industrial Design

GPA: 3.77 | Major GPA: 3.89

TECHNICAL SKILLS

SOFTWARES

Indesign, Illustrator, Photoshop, XD, Lightroom, Portfolio, Premier, After Effects, Figma, Sketch, Framer, Origami, Invision Studio

COMPUTING LANGUAGE

Python, HTML/CSS, JavaScript, Arduino and C++

3D MODELLING

Fusion 360, Solidworks, Keyshot, 3D printing, Rapid Prototyping

TOOLS

User Research, Competitive Analysis, Wireframing, Usability Testing, Workshops, Storyboards, Branding Animation, Heuristic Analysis

CAMPUS INVOLVEMENT

INDIA CLUB AT GEORGIA TECH

Jan 2019 - Present : Board Member

IDSA AT GEORGIA TECH

Aug 2018 - Present: Active Member

TABLE TENNIS CLUB AT GEORGIA TECH

Sept 2019 - Present: Active Member

RESEARCH

UX RESEARCH: E-SCOOTERS

Interviewed e-scooter riders to investigate what gives this industry an edge over other traditional variants

ART AND ARTIFICIAL INTELLIGENCE

Exploring the interaction between Art and AI, with a focus on style transfer

PRODUCT PACKAGING

Investigated the role of packaging in determining the success or the failure of a product in the market