Ishita Gupta

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User Experience Designer

UX Designer based in New York, blending business management expertise with an entrepreneurial spirit. I thrive on creating equitable data-driven design solutions that transform ideas into engaging experiences.

WORK EXPERIENCE

UX Design Fellow | LePal.ai
October 2023 - Present

- Conducted comprehensive user research to enhance the interface design of AI-powered digital health solutions, utilizing qualitative and quantitative data to uncover user pain points and inform design improvements.
- Facilitated usability testing sessions to evaluate visual AI models and user interactions, providing actionable insights to improve functionality and user experience.

UX Designer | UX Foundations
October 2023 - Present

- Collaborated with stakeholders to conduct A/B testing and usability studies, applying insights to enhance user experience and brand analysis, leading to a 20% increase in donations.
- Developed and implemented a design system and redefined brand identity, ensuring platform-wide consistency, and contributing to a 30% increase in average session duration.
- Enhanced user experience by refining high-fidelity mock-ups and conducting iterative usability tests, effectively validating interaction flows and 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, utilizing user interviews and surveys to establish a cohesive and data-driven design system.
- Crafted intuitive category names and collection titles, resulting in a 15% improvement in user recognition and seamless browsing, enhancing overall product discovery.
- Strategically redesigned homepage and information architecture using Figma and user flow analysis, streamlining navigation and improving user flows, resulting in a 25% increase in engagement.

UX Designer | RubiesTuesdayNYC
February 2023 - April 2023

- Conducted in-depth user research, including user interviews and surveys, to analyze e-commerce buyer motivations and preferences, leading to strategic improvements across key touchpoints and a 15% increase in conversion rates.
- Directed the desktop design using Figma, focusing on enhancing product pages and integrating advanced filtering mechanisms, resulting in a 10% reduction in bounce rate and improved product discovery.

UX Design Consultant | Goodsend
December 2022 - January 2023

- Facilitated stakeholder interviews and design reviews using agile methodologies, leading to the strategic implementation of a new app interface, resulting in a 45% increase in conversion rate and a 60% boost in user engagement.
- Led a cross-functional design team to integrate UX strategies, including gamification, resulting in the successful redesign of the onboarding experience and donation flow, which led to a 50% improvement in user satisfaction scores.

SKILLS

User Research, Data Visualization, Journey Mapping, Empathy Mapping & Persona Creation, Information Architecture, Card Sorting, Wireframing, Prototyping, User Interface (UI) Design, Visual Design, Responsive Design, Interaction Design, UX Writing, Accessibility Design, User Testing, A/B Testing, Data-Driven Design, Product Strategy, Product Management, Agile Methodology, Design Sprints, HTML/CSS, Entrepreneurial Mindset

SOFTWARE

Figma, Adobe Creative Suite, Sketch, InVision, Zeplin, Webflow, Miro, Axure RP, Confluence, AI, HTML/CSS, Maze, AI

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

Google AI Essentials Course
2024, Remote

Google Digital Marketing and E-commerce Course
2024, Remote