Ishita Gupta

www.ishitagupta.design
linkedin.com/in/ishita-gupta9
iishita.guptaa9@gmail.com

User Experience Designer

UX Designer based in New York, blending business management expertise with an entrepreneurial spirit. I thrive on collaborative problem-solving to create data-driven design solutions that transform ideas into tangible improvements.

WORK 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 focus groups 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, 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.

WiX Website Designer | Unleash the Inner U
June 2022 - August 2022

- Developed and designed 10 high-impact website pages using WiX, focused on client engagement and company objectives. Implemented email marketing strategies with automation tools and personalized content, leading to 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

HTML/CSS

Strategy Designer

Cross-functional Collaboration & Design Sprints

Entrepreneurial Mindset

TOOLS

Figma

Adobe Creative Suite

Webflow

Miro

Axure RP

Maze

Confluence

AI

EDUCATION

UX Design | General Assembly

New York

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

BBA in Business Management | Baruch College
New York

Major in Entrepreneurial Business Management with a minor in Graphic Communication

Google AI Essentials Course
2024, Remote