# Urvashi Gupta

User Experience Designer

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## Education

**M.S. Human Computer Interaction Design**
Indiana University Bloomington, 2013-2015

**B.E. Electronics and Telecommunication Engineering**
Mumbai University, India, 2007-2011

## Awards

**Certificate of Honor and Appreciation**
Nomura India, 2012-2013

Honored for consistent great stakeholder feedback for designing and developing several UI applications with high impact

## Co-Curricular Experience

**Student Design Challenge Finalist**
Tangible, Embedded, and Embodied Interactions Conference (TEI) 2015, Stanford, CA

**Research Assistant**
Indiana University, 2013-2015

**Associate Instructor**
Indiana University, 2013-2015

**Student Volunteer**
SIGGRAPH, Vancouver, Canada, 2014

## Professional Experience

### Amazon / UX Designer II
Seattle, WA, Oct 2016 - Present

**AWS**
- Design features in the AWS Training and Certification web platform (http://aws.training.com) used by 100k+ customers and several business partners globally
- Currently leading the redesign of the entire platform, collaborating with the design team, and stakeholders for design critique, and development team in agile sprints

**Amazon.com**
- Launched an internal training website used by 10k+ recruiters situated globally
- Launched an internal training landing page used by all (35k+) people managers across Amazon to access job related training and knowledge
- Designed and implemented front-end (HTML/CSS/JS) of both the websites, collaborating closely with the development team for backend implementation
- Conducted focus groups, user tests and post-launch surveys to iterate on the beta launch and incorporated feedback into the production launch
- Hired, managed, and mentored summer UX intern, supervising her internship project end to end

### AgileAssets / UX Designer
Austin, TX, Jun 2015 - Sep 2016
- Led the end-to-end design of a cross platform (iOS, Android, Web) application for infrastructure asset management
- Conducted ethnographic user research at 3 state DOTs (NY, TX and LA) with subject matter experts and target users to identify product requirements
- Accomplished 2 successful product releases working closely with the product manager and development team
- Performed prototype testing and surveys with 30+ target users to inform design iterations
- Created company-wide UX standards and brand guidelines for achieving consistent visual language and branding across various teams and products
- Acted as the Scrum master for the development team for 2 sprints

### Ingage Partners LLC / UX Intern
Cincinatti, Ohio, Jun 2014 - Aug 2014
- Identified and solved key issues with the user experience of Hermann International's (http://herrmannsolutions.com) new online personality assessment system, used by 100+ enterprises in 10+ countries
- Developed interactive wireframes for the above, working directly with the client for design critique, and the development team for UI implementation

### Nomura India / Software Developer
Mumbai, India, Jun 2011 - Jul 2013
- Awarded for the excellent design and implementation of 10+ desktop, web and mobile applications used by over 10k internal employees in 4 countries, resulting in saving time and money for the enterprise
- Independently managed the entire enterprise Blackberry system from India