

TANYA GUPTA | UI/UX DESIGNER

I am a UI/UX Designer who's passionate about creating memorable designs. With, over **2 years & 7 months** of hands on experience I have honed my skills in **Figma, Adobe XD, Adobe Photoshop and Adobe Illustrator**. I also enjoy conducting research to ensure my designs meet the needs of users.

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LinkedIn

Behance

Dribbble

Experience

1. UI/UX Designer at HashStudioz Technologies | November 2021 - Present

- My extensive design experience spans across mobile and web applications, websites, event backdrops, social media content, brochures, logos, standees, visiting cards, and product packaging.
- I have a diverse portfolio showcasing projects involving mobile apps like food delivery and service booking, as well as web app interfaces for QR generation, fuel dispenser tracking, seed sales, logistics, and waste management.

Projects

1. K&C

- K&C, an innovative service booking app, simplifies home service reservations via smartphones, enhancing user convenience with a streamlined process.
- I played a key role in the app's development, prioritizing a seamless and efficient booking experience through user-centric design, creative brainstorming, and prototype development, surpassing client and user expectations in the dynamic home service mobile app sector.

2. Zoofood

- Zoofood, an exceptionally user-friendly mobile app, simplifies food discovery, ordering, & fast delivery.
- I played a crucial role in designing the UI/UX for Customers, Drivers, & Admins, resulting in a versatile online food delivery service.

3. Waste Management

- I played a pivotal role in developing a waste management solution, featuring user-friendly web and mobile apps for household waste collection. These apps excel in door-to-door garbage collection and systematic disposal record-keeping.
- My design focus was on enhancing the user experience, streamlining waste management processes, and improving the efficiency of waste movement from collection points to designated dumpsites.

2. UI Designer Intern at Dmaskut PVT LTD | July 2021 - October 2021

My focus is on improving usability and accessibility standards to create interfaces that provide a seamless and brand-aligned user experience.

Projects

1. The Surprise Ribbon

- I was given the responsibility of developing the "The Surprise Ribbon" mobile app, which revolves around personalized gifting. This project required creating a user-friendly experience that seamlessly allows gift customization while preserving an element of surprise.
- Starting from the ground up, I undertook tasks such as icon selection, logo design, typography choices, and the complete design process, including low-fidelity and high-fidelity design, prototyping, and wireframing, ensuring a harmonious blend of creativity and usability.

2. DMASKUT Website

- A major project I led involved the comprehensive redesign of DMASKUT's website, aiming to provide a cutting-edge experience for both mobile & web users.
- It involved precise design improvements, comprehensive style guides, and user-centric responsive design principles.

Professional Skills

- User Experience / User Interface
- Design System
- Web Design (Responsive)
- WebApp Design (Responsive)
- Mobile App Design
- UX Research
- User Personas
- Wireframing
- Prototyping
- Information Architecture
- Typography

Tools

- Figma
- Adobe XD
- Figma Prototyping
- Adobe Photoshop
- Adobe Illustrator

Languages

- Hindi
- English

Education

B.Tech in Computer Science (2018-2022)

KCC ITM, Greater Noida

Higher Secondary Certificate (Class 12th)

St. Andrews Scots Sr. Sec. School, Delhi

Secondary School Certificate (Class 10th)

St. Andrews Scots Sr. Sec. School, Delhi

Certifications

User Experience

Accenture (Future Learn) | April 2021

Introduction to User Experience Design

Coursera | April 2021

Enhancing Soft Skills & Personality

NPTEL | July 2021

Developing Soft Skills & Personality

NPTEL | November 2019