Priya Gupta

Contact

www.priya-gupta.

gupta.priya3391@gmail.com

(864) - 650 - 3390

Education

MPS
Information Science
Cornell University
Dec 2016

BS
Computer Engineering
Clemson University
May 2013

Design Tools

Balsamiq
Axure
Sketch
Invision
Principle
Adobe Photoshop
Adobe Indesign

Technical Skills

HTML
CSS
D3.js
MySQL
WordPress

Research Tools

Survey Design
Qualitative Interviews
Requirements Gathering
Paper Prototyping
Storyboarding
Heauristic Evaluation
Competitive Analysis
Usability Testing
Optimizely
Hot Jar

Overview

Master's graduate from **Cornell University's Information Science** program specializing in User Experience Design and Research. I am currently working as a full-time Interaction Designer at Internet Brands in Los Angeles, CA.

Work Experience

Interaction Designer, Internet Brands | March 2017 - Present

• Optimizing and designing solutions for lead generation and e-commerce websites.
• Enhancing user experience and usability across Nolo, Martindale and Lawyers.com
• Worked on improving UX of in-house chat bot service called Ngage Live
• Aimed at increasing lead conversions and click through rates
• Create wireframes, UI and prototypes for A/B testing and product development
• Document product requirements and create design specifications for developers
• Own products from concept to evaluation and manage design process through full lifecycle

Research Assistant, Prof. Susan Fussell & Prof. Dan Cosley | Aug 2016 -

• Created an Apple Watch version of a mobile app called BubbleQ
• The app aims to understand and promote content-less & ephemeral communication
• Understand and minimize users' electricity usage via mobile app called Energy Sense
• Conducted UX analysis via user studies, interviews (**10+**), photo documentary, redesign

Business Systems Analyst, Carefirst & Horizon | Sep 2013 - Feb 2015

• Worked on enhancing PEGA© Product Composer System (PCS) to improve UX
• Also worked on Obama Care related information systems and enhancing its UX
• Gathered stakeholder and end-user requirements along with developing use-cases
• Conducted User Acceptance (UAT) & Usability Testing on the final product
• Process mapping, data visualization into flowcharts and meaningful representations
• Conducted joint application design sessions
• Facilitated communication between stakeholders, engineers and other team members
• Performed Gap Analysis identifying functional gap between AS-IS and TO-BE processes

Web Developer, Clemson University | Jan 2012 - May 2013

• Developed, launched, and maintained three WordPress based websites from scratch
• Created custom wordpress themes based on design requirements
• Made design and content edits to the webpage of Clemson University
• Trained university staff to maintain the website in WordPress
  • http://clemsondesign.com/
  • http://housing.clemson.edu/
  • http://dev.clemsondesign.com/majorevents/