

Vedika Gupta

USER EXPERIENCE DESIGNER

CONTACT

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🌐 <https://www.vedikaportfolio.in/>

SKILLS

Research

User Research and Strategy, Usability Testing, Information Architecture, User Interviews, Journey Mapping, Problem Solving Abilities

Design

Wireframing, Prototyping, Interaction Design, UI design, Accessible Design, Service Design, Visual Design

Software

Figma, Sketch, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe After effects, Marvel, Miro, Whimsical, Power BI, Power Apps

Others

Growth oriented mindset, Innovative thinking, Accountability, Solution focused, Extreme ownership

CERTIFICATES

- Microsoft Fabric AI Skills Challenge, 2024
- Design effective reports in PBI, 2023
- Introduction to AI for business users, 2023
- EF Standard Test (EF Test), 2023

OTHER DETAILS

Banasthali University

B.Des, communication design, 2022

Ryan International School

Graduated, 2017

Age - 25

DOB - 17/06/2000

Gender - Female

ABOUT

I like to create meaningful experiences through design. I care about details and believe in understanding the users before designing solutions. That is why I have a keen interest in human-centered design and human behavior, which has made me specialize in this field. I am passionate about what I do and curious about what I get to do next!

EXPERIENCE

MAQ Software | UX DESIGNER

Feb 2023 - Feb 2026, Noida

- Working in a fast-paced environment to provide integrated design solutions for Power BI, Power Apps, mobile apps and websites.
- Conducting usability tests with users and the team to better understand user behavior and patterns while dealing with digital products.
- Worked with multiple corporate clients across four time zones.

Yuj Designs | UX DESIGNER

Jan 2022 - Jan 2023, Pune

- Conducting user research to identify problems and opportunities within existing products.
- Optimizing experiences by incorporating user insights, business requirements, and constraints.
- Drafting, revising, and finalizing UI/UX designs for the web and mobile apps of the client projects

Stuindustry | UI/UX DESIGN INTERN

Jul 2021 - Sep 2021, Remote

- Ideating and building an ed-tech platform from scratch.
- Identifying problems and opportunities with intensive user research.
- Drafting, revising, and finalizing UI/UX designs for web and mobile apps for the company.

Meanders India | GRAPHIC DESIGN INTERN

Nov 2020 - Jan 2021, Bhopal

- Designing graphics for merchandise, apparel, and social media posts.
- Collaborated with colleagues to plan and conduct design strategies.