PRANAV GUPTA

User Experience Designer

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Hi, I am a UX Designer with 4+ years of Experience. I am currently working as a User Interaction Designer at General Motors. My specialties are Design Research, Interaction Design and Usability Evaluation.

WORK EXPERIENCE

Interaction Designer

General Motors, Greater Detroit Area - MI

February 2015 - Present

I am currently working as a Design Lead for Heads-Up Display (HUD) across GM brands. Responsibilities include design research, sketching, prototyping, documenting interaction behavior, usability evaluation and design validation.

User Experience Designer

Treatspace Inc, Pittsburgh PA

Aug 2013 -Present

Involved in strategic design initiatives, client interactions and stakeholder interviews. Designed responsive user interfaces for medical referrals, clinical communities, user profile and redesigned treatspace dashboard.

Interaction Design Intern

LexisNexis, Dayton OH

May 2012 - Aug 2012

Worked on natural user interfaces, content classification & tagging and decision support interfaces for attorneys. Created wireframes and formulated gestural & voice commands for MS Kinect.

Design and Usability Intern

Centerstone Research Institute, Bloomington IN

Jan 2012 - May 2012

Designed a grocery shopping iOS application for people with serious mental illness to help them make independent decisions. Did primary, secondary research and created personas, storyboard and wireframes.

EDUCATION

Masters, HCI Design

Indiana University, Bloomington

May 2013

BE, Computer Science

Pune University, India

May 2010

SKILLS

Design Research and Ideation

Contextual Inquiry & Interviews
Persona Creation
User Tasks
Flow Diagrams
Competitive Analysis
Participatory Design
Storyboards
Journey Maps
Usability Testing
Web Analytics
Heuristics Evaluation

Prototyping Methods and Tools

Paper Sketching
Axure, UXPin, Indigo Studio
Adobe Creative Suite
Affinity Designer

Front End Development

HTML5, CSS3
JavaScript, JQuery
Bootstrap, Foundation