

ANUPRIYA GUPTA

Product Designer

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EDUCATION

- Carnegie Mellon University, Pittsburgh** 2021 - 2023
M.Des. in Interaction Design GPA 4.04
- Indian Institute of Technology, Guwahati** 2015 - 2019
Bachelor of Design | Minor in Computer Science GPA 9.23/10
Institute Silver Medal, Department Rank 1

EXPERIENCE

- Asana Inc. | Product Design Intern** May'22 - Aug'22
Completed an end-to-end project aimed at streamlining product navigation while actively collaborating with cross-functional partners as part of the Adoption and Enterprise team.
- Carnegie Mellon University | Research Assistant** Aug'21 - Dec'21
Worked as a research assistant at the Computational Creativity Lab during Fall 2021 and worked on improving data literacy through US census data.
- Samsung Research & Development | Senior Interaction Designer** July'19 - Aug'21
Crafted meaningful experiences in the camera innovation team for Samsung smartphones through insights drawn from extensive user research studies. Worked on features like Single Take camera mode that are currently being used by 10M+ users.
- Techniche, IIT Guwahati | Creatives Head** Sept'15 - Sept'18
Led the creatives and brand communication of IIT Guwahati's Annual Techno Management Fest, Techniche'18 that observed a participation of 40,000+ students and an overall outreach of 3 lakh+ audience. Led a team of 154 designers, event managers and market executives.
- Samsung Research & Development | UX Design Intern** May'18 - July'18
Researched in the domain of Immersive Experiences and Artificial Intelligence exploring the potential of Self-Branding in GenZ.

PUBLICATIONS

- Gupta A, Fulfagar L, Upadhyay P (2021) **Co-designing with Visually Impaired Children**. In: Design for Tomorrow—Volume 2. ICoRD 2021. Smart Innovation, Systems and Technologies, vol 222. Springer, Singapore. https://doi.org/10.1007/978-981-16-0119-4_35
- Fulfagar L, Gupta A, Mathur A, Shrivastava A (2021) **Development and Evaluation of Usability Heuristics for Voice User Interfaces**. In: Design for Tomorrow—Volume 1. ICoRD 2021. Smart Innovation, Systems and Technologies, vol 221. Springer, Singapore. https://doi.org/10.1007/978-981-16-0041-8_32. (Distinguished Paper Award)

SKILLS

Design

User Interface Design, User Experience Design, Rapid Prototyping, User Research, Communication Design, Motion Graphics, Physical Computing, Photography, Videography

Tools

Figma, Sketch, Adobe Creative Cloud (Illustrator, Lightroom, After Effects, Photoshop, Premiere Pro, Audition, XD, Indesign), Blender*, SketchUp, InVision, Voiceflow, Adobe Aero, Teachable Machine, Arduino

Programming

C, HTML/CSS, JavaScript*, Processing*

ACHIEVEMENTS

Young Achiever of the Year Award, 2021, Samsung R&D Institute Bangalore

Outstanding Project of the Year, Single Take 1.0, 2021, Samsung R&D Institute Bangalore

Institute Merit Scholarship, IITG, Awarded to year-wise toppers in class, (2016-17) & (2017-18).

IIT Joint Entrance Examination 2015, Amongst 0.2% in 1.5 million students appearing for the test.

NTSE Scholarship, 2013, National Council of Educational Research and Training