



HEMANT GUPTA

UX & INTERACTION DESIGNER

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EDUCATION

M.Des Interaction Design	National Institute of Design 2016 - 2018	7.67 / 10
M.Sc Informatics	IIC, Delhi University 2010 - 2012	7.59 / 10
B.Sc Electronics (Hons)	Sri Venkateswara College, Delhi University 2007 - 2010	75.33 %
12th (PCM+Computers)	K.V. No.2, Delhi Cantt-10 2005 - 2006	85.40 %

WORK EXPERIENCE

UX Lead (P2B), Ciena [Sept 2014 - July 2016 | Aug 2020 - Present] NMS - Enterprise UX

Responsible for designing wireframes, UX flows & mockup screens, stakeholder discussions, and creating POCs of various features under the BluePlanet's MCP solution. Worked closely with Project Managers/Techincal Leads/UI Developers.

UX Designer II, Zeta [June 2019 - August 2020] Fintech - Enterprise & Mobile UX

Worked closely with PMs/Devs/Design Manager on PRD discussions, competitor research, brainstorming on user journey flows and designing low-fidelity to high-fidelity UI screens for various stakeholder discussions. Helped in shipping **Cipher** (3DS 2.0 ACS), **Risk Center** and **Developer Center** products as part of the enterprise banking as a service platform.

UX Designer, NiYO [January - June 2019] Fintech - Enterprise & Mobile UX

Shipped the redesigned **Bharat Niyo**, an android based vernacular banking app and designed **SME Portal**, HRM solution for the corporates. Lead design efforts for the blue collared user segment with help of researchers/PMs/Devs/Co-founders/Data analysts/CustomerCare to conduct on field research, in house interviews, ux flows and high fidelity UI designs.

UX Intern, Samsung [June - Dec 2018] Rewards - Mobile UX

NID's thesis project on unifying rewards offered across Samsung's native apps and services in India into a single Rewards Platform. Conducted user research, competitor analysis for next gen features for mass segment smartphones.

S/W Engineer, Aricent [June 2012 - August 2014] NMS - Backend Developer

Worked as core java developer for clients like **Alcatel-Lucent's** Omnivista 2500NMS and **ABB's** TotalFlow NMS solutions. Created UI testing automation tool using Selenium, that reduced 4 man/day effort to 6 hrs with 97+% efficiency.

EXTRA CURRICULAR ACTIVITIES

2018	Publication, Understanding user experience of watching online videos	14th SIDeR Conference
2017	Sports Committee (Head) VolleyBall Team (Captain)	NID, R&D Campus
2016	Finalists TATA (IoT) Wearable Design Competition	IIT Guwahati
2015	GRE 310 Admission Offers MS in HCI - UMSI, Ann Arbor / EIT SUD Paris, KTH Sweden / NID	
2013	SNAP Excellence Award	Aricent Group
2012	1st Runner up Spin-a-web Design Competition	Delhi University
2006	School topper in 12th board, Physics & Mathematics	95 & 98 / 100

