

SHRADDHA GUPTA

UX RESEARCHER & DESIGNER

EXPERIENCE

UX Designer | TheApplab

AUG 2020 - PRESENT | TORONTO, ON (CANADA)

- Conducting primary & secondary user research, exploring consumer behavior and motivation, and working with the Product Design, Product Management, and Product Development (engineers) departments in developing new product features.
- Conducting user interviews, competitive analysis, persona development, surveys, and converting them into an actionable plan.

Founder & Content Writer | STRETTROTTER

JAN 2012 - PRESENT | GLOBAL | [STRETTROTTER](#)

- A travel, culture and design blogazine which features global voices, concentrating on human centered design, products and lifestyles.

Assistant Professor, Design | NIFT

AUGUST 2017 - NOVEMBER 2019 | BANGALORE & DELHI (INDIA)

- A design and communications faculty in the Design department of the National Institute of Fashion Technology (NIFT), New Delhi & Bangalore.

Harvard Correspondent | HARVARD UNIVERSITY

JAN 2016 - JUNE 2016 | BOSTON, MA (USA)

- Conducting user research and in-depth interviews to create feature articles for the Harvard Gazette newspaper.

Assistant Editor - Fashion & Business | APPAREL ONLINE

SEPTEMBER 2010 - 2014 | DELHI (INDIA) & DHAKA (BANGLADESH)

- Accountable for conducting user research, and interviews (remote and on-field) with various clients to create edit plans, production schedules, and writing feature articles based on research and analysis.
- Designed and led the execution of trend forecasting & data reports working closely with exporters, apparel manufacturers based all over India, Bangladesh and PR teams of international retail brands.

EDUCATION

BRAINSTATION | Diploma Candidate, User Experience Design

APRIL 2020 - JUNE 2020 | TORONTO, ON (CANADA)

Boston University | Master of Science, Journalism

SEPTEMBER 2015 - JAN 2017 | BOSTON, MA (USA)

London College of Fashion | PGDM, Fashion Media & Lifestyle

SEPTEMBER 2009 - AUGUST 2010 | LONDON (UK)

National Institute of Fashion Technology | Bachelors in Design

JULY 2005 - JULY 2009 | DELHI (INDIA)

streettrotter@gmail.com

647-331-9587

Toronto, ON (Canada)

[LinkedIn](#)

Portfolio:

<https://shraddhagupta.com>

Blog:

<https://streettrotter.com>

SKILLS

Sketch, InVision, Figma, Principle, Framer, Adobe Suite, Hootsuite, Google Analytics, Wordpress, CorelDRAW, Procreate, Draw.io, Balsamiq

PROFILE

Empathy has always been a guiding principle in everything I do. Having lived, studied and worked in five different countries gave me an opportunity to understand global culture, lifestyle trends and human centered design.

My Masters in Journalism taught me all the necessary tools for strong research to create content that actually matters. Also, with my background in fashion business and design teaching I have developed the crucial skill of design thinking to create products with a strong consumer focus.