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SHRADDHA GUPTA

UX MANAGER & DESIGN LEAD

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PROFESSIONAL SUMMARY

- Over 10+ years of experience in design and management, specializing in UX/UI design for native mobile and responsive web experiences.

- An accomplished manager, with a proven track record in shaping and implementing effective design strategies. Skilled in optimizing resource allocation, guiding cross-functional teams, and aligning design initiatives with organizational objectives to deliver exceptional user experiences.

- Adept at leading design teams to deliver elegant UI solutions that drive user engagement and satisfaction while prioritizing accessibility, usability and inclusivity.

- Demonstrated success in creating and upholding design systems that guarantee long-term consistency in user experiences for enterprise clients.

- Proficient in conducting primary and secondary user research, exploring consumer behaviour, and collaborating with product and developement teams to achieve business goals.

- Skilled in competitive analysis, market research, persona development, journey mapping, information architecture, and usability testing.

- Strong ability to transform research findings into actionable plans with achievable deadlines and alignment with stakeholder timelines.

- Experienced in creating process flows, wireframes, and visual design prototypes to communicate seamless user interactions.

PROFESSIONAL EXPERIENCE

UX MANAGER & DESIGN LEAD | THEAPPLABB

AUG 2020 - PRESENT | TORONTO, ON (CANADA)

Lead the user experience design and manage a team of over 13 designers at TheAppLabb in the creation of digital products across diverse industries such as healthcare, finance, retail, wellness, social media, machine learning (MLOps), home inspection, and the automotive industry.

As a designer who designs for impact, below are some of my key projects and impact achieved:

KEY PROJECTS & IMPACT

EMPIRE LIFE: MOBILE APP

Conducted a comprehensive design audit, identifying crucial gaps in the initial designs of a prospective mobile app for enterprise client Empire Life. Subsequently, leveraged these insights to collaboratively design the new app, aligning it seamlessly with their established design web system while prioritizing accessibility.

- The resulting app "Empire Life Mobile" has been successfully launched and proven to generate profitable improvements to the overall Empire Life digital insurance experience.

NUCLEAR PROMISE X: RESPONSIVE WEB APP

Guided the design and discovery phase of <u>Nuclear Promise X</u>, spearheading the creation of a web application designed to enhance efficiency of nuclear power plant licensing. This innovative application streamlines manual, time-consuming operations by migrating paper-based procedures, forms, and processes into the digital space.

- In my role as a UX Manager, I was tasked with comprehending the intricate requirements of a pioneering product within a niche market, where there was no existing competition to draw comparisons from.
- My primary responsibility was to envision and craft the UX in a visionary manner, effectively redefining the way nuclear clients applied for licenses. This innovative approach aimed to set new industry standards and usher in a transformative way of navigating complex regulatory processes.

CSA GROUP: ACCESSIBILITY MOBILE APP

Designed a mobile app for <u>CSA Group in Canada</u> tailored specifically for individuals with disabilities. The app's core objective was to provide a personalized solution, enabling users to conduct scans of their physical spaces. These scans yield recommendations on how to enhance accessibility in their daily lives by suggesting accessible modifications and additions to existing spaces.

- As a UX Manager, I played a pivotal role in ensuring that the UX and UI design of the app adhered to stringent accessibility standards.
- My primary responsibility was to design the app in a manner that guaranteed it was user-friendly and accessible to individuals with disabilities, ensuring a seamless and effortless experience for all users, regardless of their abilities.

LORICA CYBERSECURITY: RESPONSIVE WEB APP

Led the design and discovery phase at <u>Lorica Cybersecurity</u>, playing a pivotal role in advancing Lorica's cutting-edge encryption technologies by designing their web applications. These technologies empower secure and privacy-focused data analytics in the cloud at enterprise scale.

- Furthermore, I have fostered a longstanding partnership between the design team at TheApplabb and Lorica, spanning from the company's inception to the present day.
- This collaboration has encompassed the UX/UI design of its various platforms and the establishment of a comprehensive design system, ensuring consistent brand identity across all its interfaces.

STARTUP CLIENTS: MVP MOBILE APPS

Led the design and discovery phase for numerous startup clients, transforming their vision into tangible digital products by creating their MVP mobile apps. Notable examples include <u>Barter Pay</u> and <u>WishWell</u>, which are currently in the process of securing funding to propel their development forward. Also <u>NeXT Rewards</u> which has successfully launched on both Apple App Store and Google Play Store.

- I consistently anchored MVP designs in user needs, leveraging lean principles to prioritize critical features, expedite development, and minimize time-to-market.
- I also fostered collaborative synergy among cross-functional teams, adeptly managing risks associated with MVP development and design to optimize resource allocation.

SUNCOR AND WILD FORK FOODS: OVERALL DIGITAL DESIGN

I also hold the role of managing a team of UX and UI designers who serve as dedicated resources for our enterprise clients, including prominent organizations like <u>Suncor</u> and <u>Wild Fork Foods</u>.

- My responsibilities include overseeing their assignments, facilitating collaboration, and ensuring the delivery of high-quality design solutions that align with the specific requirements and objectives of these esteemed clients.

PAST WORK EXPERIENCE

ASSISTANT PROFESSOR, DESIGN | NIFT
AUG 2017 - NOV 2019 | BANGALORE & DELHI (INDIA)

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

- My tenure at NIFT allowed me to shape the next generation of designers as I contributed to their academic excellence and professional growth while preparing them for successful careers in the field of design.

HARVARD CORRESPONDENT | HARVARD UNIVERSITY
JAN 2016 - JUN 2016 | BOSTON, MA (USA)

Conducting one-on-one in-depth interviews with various subjects to create feature articles for the Harvard Gazette newspaper.

ASSISTANT EDITOR - FASHION & BUSINESS | APPAREL ONLINE
SEP 2010 - SEP 2014 | DELHI (INDIA) & DHAKA (BANGLADESH)

Assistant Editor at a prominent Fashion Business Magazine, playing a pivotal role in shaping the editorial direction and content quality of the publication. Also leading a dedicated team of writers and correspondents.

- Accountable for conducting user research, and interviews (remote and on-field) with various clients located in India and Bangladesh, 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, USER EXPERIENCE DESIGN
APR 2020 - JUN 2020 | TORONTO, ON (CANADA)

BOSTON UNIVERSITY | MS JOURNALISM
SEP 2015 - JAN 2017 | BOSTON, MA (USA)

LONDON COLLEGE OF FASHION | PGDM, FASHION MEDIA & LIFESTYLE
SEP 2009 - AUG 2010 | LONDON (UK)

NATIONAL INSTITUTE OF FASHION TECHNOLOGY | BACHELORS IN DESIGN
JUL 2005 - JUL 2009 | DELHI (INDIA)

SKILLS

- **Software Skills:** Figma, InVision, Sketch, Zeplin, Notion, Miro, Adobe Creative Cloud (XD, Illustrator, Photoshop), Jira and Confluence
- **Research/Design:** UX Strategy, User Research, Competition Mapping, Information Architecture, Wire-framing & Prototyping, Usability Testing, Design Systems, Designing for Accessibility, Team Leadership