



Jhanavi Gupta

UX/UI Designer

 www.jhanavi.design

 [Linkedin](#)

 +91 82848 61848

 jhanavi.design@gmail.com

Passionate UX designer who thrives on challenges and creating user-friendly solutions. I believe in the power of design to simplify lives and tell impactful stories.

Experience

UX/UI Design Intern at Tata Technologies Sept 2023 - Present

most recent

- Led user-centric redesign of iGET IT website and LMS, focusing on streamlined user flows and enhanced usability. This resulted in a 35% boost in mobile traffic.
- Championed design consistency through brand SOP implementation across cross-functional teams.
- Conducted competitive analysis and user flow mapping to inform a new website/LMS information architecture.
- Collaborated with product management and social media teams to optimize UX, utilizing analytics to drive design decisions.

Graphic Design Intern at Dialogue 21 Oct 2021 - Feb 2022

- Created compelling social media graphics and videos, analyzing performance metrics to refine designs for increased engagement.
- Developed branding materials (logos, visual identities) for national and international clients, focused on enhancing user experience.
- Contributed to high-profile corporate event UX through visual design and branding.

Graphic Design Intern at Womennovator May 2021 - Oct 2021

- Designed social media content and branding for startups, improving user engagement with data-driven iterations.
- Managed "1000 Women of Asia Awards" campaign, analyzing data to gain insights into user behavior and optimize outreach.

Education

Chitkara University

2022 - Present

Masters in UX Design

most recent

University of Delhi

2019 - 2022

BA Program, Comp. Apps. + Economics

Design Skills & Tools

Problem Solving

Storytelling

Responsive Design

UI Design

Design Systems

Prototyping & Wireframing

Branding

Human-Centered Experience

Information Architecture

Usability Testing

User Research

Figma

Adobe Creative Suite

Framer

Webflow

HTML & CSS