

# Rupal Sharma

## PRODUCT DESIGNER



Hello I am Rupal, a Digital Product Designer. In my perspective, numerous unresolved challenges can be addressed through research and design. Delivering seamless experiences can enhance people's lives and that is exactly what I am here for. I am well versed with mix method research and I understand how good UX should be the backbone of any design /product.

## Work Experience

### TCS-DISQ / Innovator, UX Designer and Researcher

SEP 2022 - 2023

- Worked on designing an application that does a preliminary screening of ones hearing capacity and Researched about the different avenues in which sound affects us.
- Impact** - Features suggested progressed into the design phase and were rolled out in the new update with **500+ downloads on play store.**

### Absolute.ag / UX Intern

JAN 2023 - MAY 2023, Gurgaon

- Worked on an user-friendly app for tech-unfamiliar farmers of the NHB population. The process involved a **heuristic evaluation** of the existing app and redesigning the new one with **UX improvements, AI based suggestions** along with an ethnographic study, competitor analysis, PESTEL analysis, and user testing.
- Impact** - Features suggested progressed into the design phase and were rolled out in the new update. Farmer registration rate increase exponentially and users reaching the home page and adding their crops increased from 3% to **17 %**.

### Dofin Tech. / User Experience Research Intern

JULY 22 - SEP 22, Gurgaon

Overlooked UX Research and UI Design to and also worked on pitch decks formulating a structure for presentations and Research.

### Pinjore India / Visual Design Consultant

JUNE 20 - JUNE 21, Jaipur

Worked as a Visual Designer and Design Consultant, overlooked the brand communication and graphics for social media.

### pen\_worth\_bleeding / Freelance Designer

JUNE 20 - JAN 21, Jaipur

- Built an audience of over 1300 followers
- Collaborated with Brands like Pinjore India, Hotel Rime Vista, NGO Apara, Marketing Agencies like Wow Reach and managed a wide variety of multidisciplinary design projects involving Branding and Visual Design.
- Mentored over 200 students**, in Research, Design and Visual Design

### Published Research Paper / Design Researcher

JUNE 2019, MSU Vadodara (ITCC Conference)

A published research paper on the topic 'The study on the process of manufacturing black natural dye of Rajasthan and Andhra Pradesh'.

## Education

### Master Of Design, NIFT New Delhi

AUG 2021 - 2023, NEW DELHI (9 cgpa)

Specializing in User Experience design and Research with a strong emphasis on design research methods, design thinking, brand strategy, systems thinking and user experience design.

### Bachelor Of Design, NIFT Kangra

AUG 2016 - MAY 2020, KANGRA (8.6 cgpa)

Pursued a Bachelor of Design (B.Des) with a major in Textile Design. Over the course of four years, I also acquired and honed my skills in visual design and research.

## Skills

Survey and Sampling Techniques  
Qualitative and Quantitative RM  
Thematic analysis  
Ethnographic study  
System study, Causal loop  
Design Research Methodology  
Persona map  
Empathy map and Journey map  
Driving Insights  
Sustainability and Co-design  
Competitor Analysis  
Driving Insights  
Brand/Design Strategy  
UX Research and Design  
Design Thinking  
Wireframing and Prototyping  
UI Design  
Character Design and Illustration  
Frame Animation  
Pitch Presentations and Reports

## Software Skills

Adobe :  
• Figma  
• InDesign  
• Illustrator  
• Photoshop  
• Figjam

Procreate  
MS Office  
Miro

## OTHER EXPERIENCES AND ACHIEVEMENTS

### Education:

- Master's degree in Design from NIFT Delhi with a 9cgpa
- Dissertation thesis published in NIFT Newsletter 2023.
- Meritorious student, scored 9.56 CGPA for my Dissertation thesis.
- Achieved an All India Rank of 17 in the NIFT entrance exam.
- Merit holder during my Bachelor's (B.Des) at NIFT.
- Dissertation thesis (from among all the M.Des theses) will be publishes in the NIFT Newsletter

### Awards:

- Best Post Graduation Project Award for my Dissertation thesis, M.Des Department, NIFT Delhi

### Professional Experience:

- Worked as a Co-Founder of SHOR (a TCS Incubated startup) for 1.5 years.
- I have one year of work experience as a Brand Strategist and Visual Designer at Pinjore.
- I have been freelancing and working independently as a Designer and Researcher since 2017, with experience in various design and research projects under various sections and domains. ( domains such as Social Design, Branding, Heritage restoration, Learning System Design, Sustainable Textiles, Co-Design, Craft Restoration, Trend Research and Forecasting and more.)
- Interned at 6 places/ firms over the course of my Masters and Bachelors.
- Started as an Interns and was later made a Co-Founder at a startup incubated at TCS-DISQ (SHOR-Innovations) and completed 1.3 years.

### Leadership and Mentoring:

- Served as the Batch/Class Representative and Placement Committee coordinator during my M.Des program at NIFT Delhi, where I mentored over 30 students.
- Co-founded SHOR, a startup incubated at DISQ, and actively managed and mentored interns, with over 15 interns under my guidance.
- Active member of Club ECHO, a sustainability-focused social club at NIFT Delhi.

### Research and Publications:

- Published research paper at ITCC, under the category of crafts and Innovation

### Community Engagement and Social Impact:

- During school, I was part of the Shiksha Kendra, where I taught underprivileged kids.
- Worked and collaborated with the NGO Apara to help autistic children develop their handwork skills and become self-reliant.