Nandini Gupta

Based in Bengaluru, IN

linkedin.com
portfolio.com

Bio

Having grown up with an artistic mindset, I grew up as a self-taught designer. I am passionate about design thinking and am currently working in the industry. I am interested in further building delightful experiences for people.

Work

UI Designer | m56 Studios | October 2020 - Current

Working on UI and UX for a trivia game. Designed a map, cards, stickers, and popups enhancing the game experience, and further building game design brand guidelines. Collaborated with developers, product managers and stakeholders for extensive research on game features.

Graphic Designer | SocialPilot | June 2019 - September 2020
Designed social media graphics, and Lead Generation popups that increased conversion rate by 0.78%. Worked on emails and newsletters sent across various clients, Google Adwords increasing website traffic by 3.43%.

Graphic Design Intern | Sahir Web Solutions | January 2019 - April 2019
Designed infographics, and banners for various clients in healthcare, immigration, beauty and tourism.

Graphic Design Intern | The Campus Connect | December 2018 - February 2019
Ideated and designed brochure for Rex Karmaveer Awards along with social media templates.

Graphic and UI design Intern | CBOX Studios | June 2018 – July 2018
Designed flyers and ads for magazines and social media.

Outside the 9-7
I create artworks (digital and hand-painted) around a theme. I practice design speaking and communication by providing consultation to people on their design projects.

Education
Computer Science | UIET, Punjab University
I studied using computer programs to make art & design efficient, faster and more accurate. I learnt the basics of Adobe software and used them to express stories and ideas through visual means.