

Rituparna Guha

User Experience Designer

About

"With 6 years of design experience, I bring value to my team by drawing on the fundamentals alongside pushing pixels. I'm passionate about thoughtful collaborations, creating an inspiring team culture, and refining craft for great products."

Portfolio : www.rituparnaguha.com

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Research • User Research • Task analysis & persona
• A/B Testing & Experiment • diary study • Cognitive walkthrough • Data Mapping • Analysis & Synthesis
• Heuristics Analysis

Design Journey map • Strategy & vision
EDT workshop • User flows • Concept sketches
• Wireframing • Service Blueprints • High fidelity visual design • Design hand off • Qualitative analysis

Extra-curricular

Atal Innovation Mission - Design Mentor -
(Govt. of India)

Training 200+ teachers, on Design thinking as part of national programme India.

Design Ops Member - IBM

Solutioning and scaling IBM DesOps methodologies and practices across different persona at global scale

Central Placement Coordinator - IIT Delhi

Certifications

Accessibility: How to Design for All - IDF

Patterns Design Program Graduate - IBM

Executive Briefing for Artificial Intelligence - Udemy

Work Experience

HONEYWELL / Product Designer II

JAN 2022- PRESENT, BANGALORE

As the lead designer for Resiliency & Smart Power in the product HONEYWELL CITY SUITE, I'm part of the Sustainability Team, successfully launched in five cities and has over 200 active users.

IBM / Product & Service Designer

JUL 2019- DEC 2021, NEW DELHI

Along with the Product Lead for IBM Power VC, I worked with a team of developers to design virtual machine templates that would improve administrator productivity.

Worked with global multinational companies across the US and UK. I am responsible for the end-to-end service design, which includes the creation and progression of both roadmapping and feature level service design blueprints which align with business objectives of clients.

MICROSOFT IDC / UX Design Intern

JAN 2017-JUN 2019, HYDERABAD

Worked in the SharePoint Product Team for enabling multitasking and context switching in SP Desktop application, part of the graduation project.

SHAHEER - STUDIO CODE / Jr. Architect

NOV 2014-JUL 2016, NEW DELHI

Designed residential projects, also creating working drawings and collaborating with contractors for execution and other site supervision.

Education

IIT Delhi / Masters of Design (CGPA 9.02)

JUL 2017-JUN 2019, NEW DELHI

Specialised in Human Computer Interaction. My thesis research focussed on designing and evaluating interfaces for digital multitasking.

PMCA / Bachelors of Architecture (CGPA 8.0)

SEP 2009-AUG 2014, CUTTACK

Foundational design learning through physical spaces. Received 2nd position for 'Exceptional Thesis, Batch of 2014'.

Honourable Mentions

James Dyson Award Winner - 2018 Nationals.

Best in Class of 2019 - Depart. of Design, IIT Delhi

Best academic performer of the batch with CGPA 9.02

Innovation Patent FT/IDF/07/2018/85 -

"An assistive transfer system for wheelchair users" has been published in the Official Journal No. 32/2020.