

Rhea Gupta.

Social Designer
+ Researcher



in/rheagupta8

reag8

/rhea-gupta

.education

MA Social Design

MICA, Baltimore, United States

2021 - 2022

- Graduate Merit Scholarship

- Awarded 2020 Leslie King Hammond Graduate Scholarship

Bachelor of Design

Srishti School of Art, Design & Technology, Bangalore

2013 - 2017

Commerce + Psychology

High School • Birla Vidya Niketan, Delhi

1999 - 2013

.skills

Qualitative + Quantitative Research • Participatory Research • Design Thinking • Client Interaction • Photography • Video Work • Content Creation • Social Media Management •

SketchApp • Figma • Adobe XD • Miro • Mural • Adobe Illustrator • Photoshop • InDesign • Adobe XD • Autodesk Fusion 360 • Rhinoceros • Keyshot7

Empathy • Equity Analysis • Design Thinking • Competitive Analysis • Presentation and Public Speaking •

As a Human-Centered Design Researcher, my work is garnered towards socio-cultural and environmental parameters. I use participatory design framework to fuel my work with indepth understanding of its ecosystem.

Previously Recognised Work

The Upcycled Holdall



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rheagupta.weebly.com

.experience | +4y

Graduate Thesis: Addressing the Digital Divide in Baltimore

Dec '21 - Present

Community Partner: TBD

- As a thesis proposal, I propose to dig deeper into the digital divide that exists and prevents Baltimore from equitable growth. Most organizations currently aim at structural and educational solutions, however, the problem digs deeper when we look into the lack of motivation and the narrative that surrounds and limits tech to a specific socio- economic group

COVID19 Vaccine Outreach, Social Design Fellow, BCHD

January 2022

Center for Social Design + Johns Hopkins, Baltimore

- Extended contract with BCHD as a social design fellow to:
 - Conduct Social Media training sessions with peer ambassador
 - Launch Social Media channels for 'Baltimore vs Covid'.
 - Designed and implemented social media storytelling toolkit

COVID19 Vaccine Outreach, HCD Designer, Baltimore City Health Dept (BCHD)

Practice Based Studio, Center for Social Design, Baltimore

Aug '21 - Dec'21

- Part of the Practice-Based Studio at MICA, I applied the Human Centered Design process to study the current vaccine outreach in Baltimore
- Research tools: Interviews, surveys, observation study, participatory research
- Facilitated brainstorming sessions in collaboration with Johns Hopkins and outreach ambassadors
- Ensured that the process involved diverse co-creators, and included the vaccine peer ambassadors as an integral part of the design process
- Successfully prototyped and tested design iterations to match criterias of success

HCD Designer, City Neighbours Charter School

August 2021

Human Centered Design Immersive, Center for Social Design, Baltimore

- As a part of the Social Design curriculum, we engaged in a 6 day HCD Immersive to study the drastic changes at City Neighbours Charter School after the pandemic, in order to revive and enrich their curriculum.
- Indepth research into teachers to help design restorative practice cards and internal decision making processes.

Alison- Free Online Education, Ireland (*Aquired previous start up - Dash Beyond*)

Full Time, Remote - Lead UX Researcher + Designer

Mar '21 - Present

- Global UX Researcher + Designer for a product serving 18 million learners.
- Researched, designed and implemented end-to-end *Personalised Recommendations* for courses and careers. Designed an onboarding question flow to benefit the recommendations algorithm and provide maximum value.
- Responsible for transitioning the product from only a course provider, to incorporating a career encyclopedia, designing a resume builder, recruitment tool, and creating a complete career growth platform.
- Successfully lead and trained a team of 4 UX + UI Designers



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. workshops + conferences

How Design Thinking Protects White Supremacy

Creative Reaction Lab

. current research studies

Data Visualisation • Data Humanism • Ecological and Indigenous Design Practices • Game Design for Social Good • Digital Storytelling • Multisensory/Polysensory Design for Accessibility • Algorithmic Biases and Monoculture of Tech

.interests

Reading • Travelling • Adventure Sports • Psychology • Philosophy • Arts • Culture + Heritage • Nature • Meditation • Yoga • Research • Networking • Guitar

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Dash Beyond - An AI based Career Toolkit, Delhi

Startup, Full Time - Lead UX Researcher + Designer

Jun'20 - Mar'21

- Conducting extensive User + Market Research via interviews and surveys into understanding how parents, students and counsellors approach career and college decisions between 9th - 12th grade
- Strategising and designing the overall experience for parents and counsellors in assisting students on their journey to exploring careers
- Ideation and participation in pitch decks and investor meets.

Dastkar - A society for Crafts and Craftspeople, Delhi

Projects Team, Social Media Manager, Designer + Photographer

Jun'19 - Jul'20

- Designing an App to coordinate exhibition events and connect craftspeople and craft enthusiasts.
- Videography and Photography
- Social Media Management and Content Creation for +40k IG followers, +1L FB Followers
- Exhibition Display & Decor, Product Design ideation with craft groups

Handicrafts Association of Bhutan, Bhutan

Design Volunteer

Oct - Nov '18

- Designed the Official website and eCommerce platform.
- Worked on Data Visualisation + Infographics for internal presentations.
- Started social media platforms.
- Assisted in Photographing and Videographing various crafts of the country, along with understanding the craft practices.

Design Brewery, Gurgaon

UI/UX Designer

Jan '18 - May'19

- Carried out multiple projects ranging from SaaS Platforms, Websites, Mobile + Desktop Apps, in Healthcare, Finance, Corporate, Travel, Security Systems, Ecommerce, and many more.
- Undertook partial as well as complete project development, from user research, till the developing visual language and interface
- Took care of major client interaction along with pitching + presenting design,

Personal Project: The Upcycled Holdall

Product Launch

Aug - Dec'17

- Designed and undertook sales + marketing of The Upcycled Holdall
- Collaborated with Jugaad Trust to carry out production for the upcycled holdall.
- Business Model design for The Upcycled Holdall as a CSR Initiative.

Industree Foundation, Bangalore

Product Designer + Strategist

Via Srishti Shool of Design • Jan - Jul '17

- As a part of final thesis project, Researched and Studies the Handicrafts Industry of India to identify key players of the market.
- Carried out Community Based Participatory Research through various tribes of Orissa to identify opportunities of craft promotion.
- Created a line of furniture with the support of the bamboo artisans of Orissa.
- Strategized a business plan for their economic upliftment.

Studio Wood, Delhi

Furniture + Graphic Design Intern

May - Jun'16

- Assisted in Resin Furniture Explorations and Installation Design for Ciclo Cafe using Bicycle Waste
- Designed and implemented visual language for Product Catalogue