



Rupali

I'm passionate about optimising and improving user experience by immersive research to gain meaningful insights that can be converted into successful designs.

Contacts

+91 - 8755730069
rupalirimi24@gmail.com
[rupali2412.github.io/Rupaliportfolio/](https://github.com/rupali2412)

Work Experience

Cusp Studio | UX Design Intern

Gurugram | May 2019 - July 2019

- Cusp Studio is a design studio where I worked on several projects.
- Designed a project management application Dexpert which was an in-house project.
- Worked with The Bombay Sandwich Company.

Highway Delight | Interaction designer

Delhi | May 2019 - July 2019

- Highway delight is a travel related app which connects travellers to the local merchants and trip advisors.
- Worked on interaction design of the highway delight merchant app.

Thomso'19 | TOC Events and Design

IIT Roorkee | May 2019 - Nov. 2019

- Thomso is the annual cultural fest of IIT Roorkee.
- Designed the Thomso'19 app.
- Led the event team and decoration of the campus.

Product Design Research | Virtual assistant application, IIT Roorkee

Dec 2018 - January 2019

- User research, persona building, User journey mapping, rapid prototyping, A/B testing, UsabilityTesting

E - Cell, IIT Roorkee | Design Manager

IIT Roorkee | May 2018 - Present

- E-Cell IITR is the Entrepreneurship Cell. Among the core members.

Education

Indian Institute of Technology, Roorkee (2017 - 2022)

Skills

User Research | User Interviews | Wireframing | Rapid Prototyping | Data driven design | Interaction Design | Information Architecture | Motion design | 3D Modelling

Tools

Figma | Photoshop | Illustrator | After Effects | Principle | Sketch | Github | Autodesk Revit | Adobe XD