

Mahima Gautam

www.mahimagautam.com

(Portfolio)

User Experience Designer

Pursuing M.Des - UX Design (MITID Pune) | HCI Certified (IIT Bombay)

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23-12-1998

Gurugram (Haryana), India

[LinkedIn](#)

Experience

Ahmedabad University | Teaching Associate - Design

January 2022 - June 2022 | Ahmedabad, Gujarat, India

- I worked under the mentorship of Prof. Pradyumna Vyas (Ex-Director, NID) and Fenil Shah (Director, Ahmedabad Design Labs, Ahmedabad University). I handled the Program Operations for courses under the Design Minor.

Incubis Consultants | Project Design Intern

January 2021 - May 2021 | Gurugram, Haryana, India

- "Home for the Homeless' was a self-initiated degree project under the mentorship of Amit Krishn Gulati, aimed at enhancing sleep conditions for the homeless. I successfully designed innovative solutions, including a unique portable shelter and an all-weather sleeping bag."

Borosil Limited | Product Design Intern

July 2020 - August 2020 | Mumbai, Maharashtra, India

- Designed packaging structures for Opalware sets and single crockery pieces ensuring quality control, costing and vendor selection protocols. I adhered to Standard Operation Procedures (SOP) and demonstrated understanding of their Enterprise Resource Planning (ERP) system.

Tupperware India Pvt. Ltd. | Product Design Intern

May 2019 - June 2019 | Gurugram, Haryana, India

- Created design strategy in line with the new age transformation of Tupperware, making the product more aspirational for younger consumers and newer sales channels as Tupperware was transitioning into retail and e-tail alongside the direct selling business.
- Worked on designing new product ranges, which were exclusively launched at new physical stores, including one of their top-selling products, the Executive Lunch Bag. Additionally, I oversaw the initial visual merchandising of the stores and designed the common local packaging for products and their bags.

Eicher Goodearth Pvt. Ltd. | Product Design Intern

June 2018 - July 2018 | Gurugram, Haryana, India

- I conducted market research for Good Earth's new vertical of illustrated storybooks for children and provided valuable insights and marketing strategy recommendations.. I also designed a bookmark for Good Earth resulting in the printing and distribution of over 3000 copies to prominent bookshops in Delhi-NCR region.

Jaipur Rugs Foundation | Project Intern

May 2018 | Jaipur, Rajasthan, India

- Conducted an in-depth ethnographic study of the weavers of Jaipur Rugs residing in villages near Jaipur. This study involved a comprehensive exploration of the rug making process and the dynamic relationship between weavers and Jaipur Rugs Foundation.

Education

Master of Design - User Experience Design

MIT Institute of Design, Pune

2022 - 2024

8.35 CGPA

Bachelor of Design - Industrial Design

Institute of Design, Nirma University, Ahmedabad

2017 - 2021

7.85 CPI

12th (C.B.S.E Board)

D.A.V. Public School, Sector -14, Gurugram

2017

88.40%

10th (C.B.S.E Board)

D.A.V. Public School, Sector -14, Gurugram

2015

9.2 CGPA

Skills

User Flows, Journey Mapping, Personas and Empathy Mapping, Storyboarding, Competitors Analysis, Information Architecture, Wireframing and Prototyping, Usability Testing, Heuristic Evaluation, Contextual Inquiry, Hypothesis Testing

Tools

Figma, Adobe XD, Miro

Photoshop, Illustrator, InDesign, Premiere Pro Procreate

IBM SPSS

Visual Studio Code (HTML, CSS, Javascript, Bootstrap, PHP)

Arduino IDE, MIT App Inventor

AutoCAD, Rhinoceros 3D, PTC Creo, Keyshot, Solidworks

Certifications and more

Awarded Best Project at Meraki Pre Grad Show '23, MITID Pune

Certification from IIT Bombay in Human Computer Interaction (HCI) Attended on IITB Campus

Google Certification - Foundation of User Experience Design

Certifications from Interaction Design Foundation (IDF)

Yale University Certification - Introduction to Psychology

Member, Associations of Designers of India (ADI)

Volunteered at Pune Design Festival 2023 (PDF) organised by ADI

Nominated as In charge of Alumni Association and Library Council (Institute of Design, Nirma University)

Placement Coordinator (Institute of Design, Nirma University)

Committee Member- Public Relations, ReDo Fest (Institute of Design, Nirma University)