



**Mishika Gupta**

UX Researcher

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## Education:

- **B.Des in Business Service And System Design**  
Srishti Manipal Institute of Art and Design  
2020-2024
- **Higher Studies (PCM, CS)**  
Ecole Global International  
Girls School 2018  
Pinewood School  
2019

## Volunteer:

- **U&I Trust**  
English Teacher

## Software:



## Portfolio Link:

<https://www.mishika-gupta.com/>

My primary focus as a UX Researcher is on developing novel solutions through the implementation of research methodologies such as A/B testing and decision matrix.

My curiosity led me to work with start-ups in my first year of college and as a freelancer, which kept my thirst for knowledge satisfied. Working closely with founders and communities has helped me in understanding about the intricacies of research and experiential design.

Learning new skills is always a fascinating challenge, I create designs that are both meaningful and helpful for the user based on their wants and needs.

## Experience :

### Gallerieske (IAF) | February 2025

(On site - Internship)

- Supported exhibition production and setup.
- Engaged clients with artwork insights, generating leads for the gallery.

### Social Innovation Studio | November 2023- February 2024

(On site - Part Time)

- Anchored the Impact Assessment Report for Maruti Suzuki CSR Projects ( 2023-2024)
- Conducted & Created Research Protocol Plans.

### Social Innovation Studio | May 2023 - October 2023

(Hybrid - Research Intern)

- Conducted Surveys & Interviews
- Workshop Implementation in the rural sectors
- Analysed data for creating solutions using Design Tools

### Earth Baby | April 2023 - May 2023

(On site - Graphic Design Intern)

- Created A+ Content for Amazon with detailed content

### U&I Trust | November 2022 - January 2023

(Remote - Research Intern)

- Data Analyst
- Keeping a Track of the Excel Sheets

### IRelaunch | August 2022

(Freelance)

- Marketing Video

### Easy to Pitch | April 2022 - July 2022

(On site - Graphic Design Intern)

- Brainstorming innovative ideas for clients to represent their brand in the final Pitch Deck that was shown to investors.

### The Boring News Co | June 2021 - September 2021

(Remote - Graphic Design Intern)

- Ideated and Created Illustrations for newsletters.

## Projects :

### **NIMHANS X FEDINA (Jan 2024 – May 2024) | Art Performance**

- In my Thesis project showcased at the Srishti Manipal Collective 2024, I collaborated with NIMHANS and Fedina to create an impactful art performance addressing Child Sexual Abuse (CSA). This performance used two pressure cookers and kite paper as metaphors to convey the intense and often hidden emotional scars of CSA survivors. The pressure cookers' steam interacted with the kite paper, symbolizing the breaking points and leaving lasting impressions, much like the trauma experienced by the survivors.

### **Hum or Tum (August – December 2023) | Business Model**

- For my pre-thesis project, which addressed the issue of stress in children, I developed a toolkit specifically designed for schools. This toolkit aids students in identifying and managing stress. Additionally, I proposed enhancing awareness among parents and students through theater plays performed by the students themselves, creating an engaging and educational experience.

### **Withering Ties (November – December 2023) | Play**

- I developed a play as a prototype for my pre-thesis project, leading a team of 25 students. I took charge of the direction, scriptwriting, and acting. Under my leadership, there were five team leaders responsible for procurement, light and sound design, costumes, and marketing.
- I performed as one of the main characters in the play.

### **Bear With Us (November 2022) | Theatre Performance**

- I portrayed one of the main characters in a play about forest people's rights, performed at the Bangalore Creative Circus and Srishti Manipal Institute of Art, Design, and Technology.

### **Kochi-Muziris Biennale – The Soil Assembly (February 2023) | Performance**

- I led the procurement for Cascoland at Srishti Manipal in collaboration with the faculty. Our team constructed a bamboo hut featuring irrigation systems to highlight the work of Hydrolore, a company based in Bangalore. Additionally, I designed pamphlets and an easy-to-follow booklet for one of Hydrolore's home-installable products that previously lacked a manual.

## Courses & Certification:

### **Foundations of User Experience Design**

(By Google on Coursera)

Credential URL: [Click here](#)

### **Brand Identity & Strategy**

(By IE Business School on coursera)

Credential URL: [Click here](#)

### **Technique of Service Sales for Entrepreneurs**(Manipal Centre for Innovation Leadership & Entrepreneurship)

Credential URL: [Click here](#)

### **Design-Led Strategy: Design thinking for business strategy and entrepreneurship** (Coursera)

Credential URL: [Click here](#)

