

## NITI GUPTA

**Email:** nitigupte2@gmail.com

**Portfolio:** nitigupte.com

**LinkedIn:** linkedin.com/in/nitigupte

### EDUCATION:

**Parsons School of Design, The New School, New York, NY** **2026 - 2030**  
**BFA in Design**

**St. Xavier's College (Autonomous), Mumbai, India** **2024 - 2026**  
**Percentage: 90.50%**

**P.G. Garodia School (I.C.S.E)** **2014 - 2024**  
**Percentage: 96.5%**

### WORK EXPERIENCE

**Junior Graphic Designer** **June 2026 - July 2026**  
**InAmigos Foundation**

- Designed campaign visuals for fundraising, volunteer recruitment, and awareness initiatives.
- Created social media content and reels to increase campaign engagement.
- Ranked **#1 among interns** for creativity and overall performance.

**UI/UX Design Intern** **Oct 2024 - Nov 2024**  
**Memomoti**

- Conducted market research, competitor analysis, and SWOT analysis to guide design strategy.
- Evaluated user behavior and recommended website usability improvements.
- Developed a responsive landing page using HTML and CSS.
- Presented design solutions and earned the **Innovation Award**.

### PROJECTS

**What's for Breakfast? | UX Case Study** **2026**

- Redesigned the meal-planning experience through user research and usability testing.
- Created user flows, wireframes, and high-fidelity prototypes in Figma.
- Validated design decisions through iterative testing and feedback.

**Clay & Crumb | Brand Identity Design** **2026**

- Developed a complete visual identity for a conceptual ceramic café brand.
- Designed the logo, color palette, typography, packaging, and branded collateral.
- Created a cohesive brand system that reflected the brand's values and aesthetic.

### LEADERSHIP AND ACTIVITIES

**Founder, Pass It On** **2024-2026**

- Founded an online platform connecting **50+ users** to exchange unused goods.
- Promoted sustainable living through community-led reuse initiatives.

**Founder | Crochet with Cause** **2024-2026**

- Founded a sustainable business creating upcycled floral crochet products.
- Built brand identity and marketed products via social media.

### SKILLS

**Design Tools:** Figma, FigJam, Adobe Illustrator, Photoshop, After Effects, Canva

**UX:** User Research, Wireframing, Prototyping, Information Architecture, Usability Testing

**Web & Tech:** HTML, CSS, Framer, WordPress, Arduino, Basic C/C++