

# Aanandita Gupta

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LinkendIn: [aanandita-gupta](#) | Portfolio: [aananditagupta.com](#)

## EDUCATION

### Goldsmiths University |

#### London, UK

June 2021 | B.Sc in Creative Computing

#### Cummulative GPA: 3.86

In the top 5% of the class

#### Relevant Coursework:

Sound and Signal

3D Graphics & Virtual Environments

Generative Drawing

Web Development and Databases

Perception and Multimedia Computing

Designing Digital Interactions

Physical Computing

Machine Learning

Advanced Audio Visual Processing

### Welham Girls' School | India

May 2017 | Business and Computer Science

#### Indian School Council Examination

(A-Levels): 91 %

10th Grade (O-Levels) : 84.6%

## EXTRA CURRICULARS

- Active committee member for the 'Hacksmiths Society' (Goldsmiths Tech Society)
- Member of the Goldsmiths Photography Society
- Completed till Level 3 of the 'Trinity College, London' Keyboard exams.
- Captain of the Goldsmiths Yoga Society

## SKILLS

Languages: HTML, CSS, Python, Java, SQL, MongoDB, Javascript: Node.js, Express.js, p5.js, C++: Arduino, OpenFrameworks, Juce, GLSL (Shaders)

Softwares: Adobe XD, Photoshop, Lightroom

## REFERENCES

**Tal Israeli:** tal.israeli@thehynt.com

**Gaurav Nama:** gauravnama05@gmail.com

## WORK EXPERIENCE

### Hynt | UI/UX Developer

February 2020 - December 2020 | London, United Kingdom

Stack: HTML, CSS, Wordpress, AWS and Adobe XD.

- Developed company website to establish company's digital footprint that has attracted 5500 users in 4 months, including 70% organic traffic
- Worked with UX team to design the company app

### Credenc | UI/UX Intern

July - August 2019 | New Delhi, India

Stack: HTML, CSS, JavaScript, MySQL, PHP and Adobe XD.

- Designed and programmed responsive HTML mailer for automated communication that increased the user retention, and subsequently conversion by 20%
- Optimized the user experience (UX) by designing responsive web pages after analyzing the user behavior on Google Analytics

### Inspired Minds | Teaching Volunteer

October 2019 | London, United Kingdom

- Mentored 10 children between the age of 7 to 14 on how to develop the Crumble Bot using scratch programming language.

### Appetite4Work | Stadium Catering Staff

December 2017 - February 2018 | London, United Kingdom

- Worked as a kiosk cashier at Wembley Stadium and London Stadium during football games

## PROJECTS

### Kuvam Fashions Pvt Ltd | Product Designer

July 2020 - August 2020 | Ludhiana, India

- Designed and developed the company website which is to be used by 150 clients for their upcoming B2B sales quarter.

### Arpeggios Music Factory | Assistant Product Designer

October 2019 - June 2020 | Ludhiana, India

- Collaborated with CEO and other stakeholders to gather requirements and develop the website.

### Savvoy | Assistant Director of Photography

December 2018 | Ludhiana, India

- Collaborated with a team of 7 professionals to conceptualize formats and outlooks that would appeal to a more pan-India clientele. Assisted the photographer with setting up the locations, logistics and models.