

# Aanandita Gupta

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## EDUCATION

### Goldsmiths University | London, UK

June 2021 | B.Sc in Creative Computing

**Awarded First Class Honors (1st)**

#### 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.

## SKILLS

#### Languages:

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

Softwares: Adobe XD, Photoshop, Figma

## REFERENCES

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

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

## WORK EXPERIENCE

### 3RDi | Software Developer

June 2021 - Present | London, United Kingdom

Stack: HTML, CSS, Vue.js, JavaScript, Azure and Figma

- Optimised the user experience by re designing the web pages after conducting user testing.
- Redesigning and developing the front end for the main product of the company, in assistance with the back-end team.

### Code First Girls | Course Instructor

February 2021 - March 2021 | London, United Kingdom

- Taught the course "Introduction to Web Development" to a group of 35 university students

### Hynt | UI/UX Developer

February 2020 - December 2020 | London, United Kingdom

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

- Developed company website to establish company's digital footprint that has attracted 4000 users in 3 months, including 20% organic traffic
- Creating company web app in collaboration with the UI/UX team

### Credenc | UI/UX Intern

July 2019 - 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.

## FREELANCE PROJECTS

### WAMH Foundation | Mumbai, India

- Developed the website from scratch in order to grow brand identity and ensure a smooth user flow for the new users

### ALMA Magazine | Mumbai, India

- Designed and developed 5 new pages including setting up of the ecommerce store, donation page, Mentor Page and Writebeyond page. Redesigned the About Us page

### Kuvam Fashions Pvt Ltd | Ludhiana, India

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