

# Prashita Gupta

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## SUMMARY

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AI-Forward UX/UI Design Consultant with 3+ years at Deloitte, pioneering AI-integrated design workflows and scalable design systems. Expert in leveraging generative AI tools for rapid prototyping, user research automation, and design system optimization. Passionate about human-AI collaboration in design, seeking globally aligned roles that value innovation, autonomy, and strategic thinking.

## TECHNICAL SKILLS

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**AI-Powered Design Tools:** Claude Code, Copilot, Cursor, Antigravity, Perplexity, Lovable, V0, Framer AI, Figma Make, Github, n8n  
**Generative AI:** Oneshot and Chain-of-thought Prompt Engineering, ChatGPT, Gemini (Whisk, Flow)  
**Design Tools:** Figma, Adobe Creative Cloud (XD, Photoshop, Illustrator, After Effects), Framer  
**UX Methods:** User Research, Information Architecture, Heuristic Evaluation, Design Thinking, Accessibility (WCAG), Usability Testing  
**Prototyping:** Figma Smart Animate, After Effects, Interactive Prototypes, Micro-interactions  
**Collaboration:** Jira, Miro, Agile/Scrum, Cross-functional Stakeholder Communication, Design Documentation

## EXPERIENCE

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**Design Consultant** June 2025 – Present  
*Deloitte USI* *Mumbai, India (Hybrid)*

- Lead AI-augmented design strategy for enterprise clients, integrating generative AI tools to reduce design iteration cycles by 40%
- Architected AI-enhanced design systems using Figma Make and custom prompts, enabling 60% faster component generation
- Spearheaded adoption of AI-assisted user research methodologies, synthesizing insights from 500+ user interviews using AI tools
- Mentor cross-functional teams on AI-powered design workflows, conducting workshops on prompt engineering for designers
- Collaborate with leadership to define AI integration roadmaps for client digital transformation initiatives

**Design Analyst** January 2023 – May 2025  
*Deloitte USI* *Mumbai, India (Hybrid)*

- Delivered 9 end-to-end design projects across 7 industries (Healthcare, Finance, Retail, Life Sciences, Travel, Tech, Government)
- Built and scaled 4 design systems, cutting design-to-dev handoff time by 35%; ensured WCAG 2.1 accessibility, improving user satisfaction by 25%
- Streamlined early-stage design by piloting AI-assisted wireframing; presented insights in 50+ stakeholder readouts to drive actionable decisions

**UX/UI Design Intern** November 2022 – December 2022  
*ETMoney* *Gurugram, India (Remote)*

- Improved design-system components across 15+ screens and shipped investment onboarding UX that lifted completion by 18%

**UX Design Intern** January 2022 – July 2022  
*IBM India* *Bengaluru, India (Remote)*

- Designed a Carbon Design System-based partner portal for 2,000+ global partners, validating flows with prototypes + usability tests with 30+ users.

## EDUCATION

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**MIT Institute of Design (MITID)** Indore, India  
*Bachelor of Design (B.Des) – CGPA: 9.2/10* *July 2018 – July 2022*

## CERTIFICATIONS

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Prompt Engineering with ChatGPT | AI for Design (Midjourney & DALL-E) | Interaction Design for E-commerce | Gamification & Behavioral Design | Service Design | Agile Methodologies | Enterprise Design Thinking (IBM) | Product Management Fundamentals | Marketing Innovative Products

## AWARDS & ACHIEVEMENTS

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**UXIndia'25 Attendant:** Attended and Presented at UXIndia Conference, Hyderabad (September 2025)

**Keynote Speaker:** JLU Bhopal Design Summit (2025)

**Merit Awards:** 3 Monetary Awards at Deloitte USI for exceptional project delivery (2023-2024)

**Global Innovation Winner:** People's Choice Award – UMO X Design Social Global Innovation Challenge (2021)

**Community Leadership:** Led 2 college design community events (2019-2021)

**Industry Volunteer:** NASSCOM Design4India (2019)

## LANGUAGES

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English (Professional) | Hindi (Native) | Marathi (Conversational)