



# Ila Gautam

UI/UX Designer

## ABOUT ME

"I am a person who always asks: Why?  
My strength is to empathise with people's problems and always  
look for the core solutions."  
I really enjoy the creative process. One should not be afraid to  
take risks or make mistakes because the success of a project  
lies in its constant improvement through iterations.

## EXPERIENCE

### Advanco gmbh

#### UI/UX Designer (2021-present)

My role as a research student is to redesign and improve  
Advanco's online magazine websites (eat.de, Hausgarten.net,  
Talu.de). To do this, I use design thinking techniques such as  
qualitative research on user needs, evaluation of Google  
Analytics, user journey mapping, creation of personas, wire-  
framing, usability testing, and finally, design and prototyping.

### TU Chemnitz

#### Student Research Assistance (2018-2020)

As part of the European Social Fund's "International Student  
Integration" initiative, I was responsible for designing an  
educational app called "Chemnitz Campus Guide" for students.  
The project's goal was to solve the problem faced by new  
students. User research, data analysis and the implementation  
of proven concepts into a design prototype following UI  
principles, including usability tests, were part of my task.

### Ericsson Global Pvt Limited

#### Software Designer (2014-2017)

My position as a software tool designer is about automating  
manual processes and repetitive tasks to save money and avoid  
human error. My responsibilities include working closely with the  
company's employees to monitor their activities and interactions  
at work. Then I analyze the problem and develop user flow and  
plug-in tools that are reliable, adaptable, and work in different  
environments and reporting and alerting capabilities.

## CERTIFICATION

**Human computer Interaction** | 2021  
Interaction Design Foundation

**Conducting Usability Testing** | 2021  
Interaction Design Foundation

**Design Thinking** | 2021  
Interaction Design Foundation

**Programming in HTML5 with JS and CSS3** | 2013  
Microsoft Specialist

## CONTACTS

+49 176 588 24 758

ilagautam2019@gmail.com

<https://www.linkedin.com/in/ilagautam/>

## EDUCATION

### Masters

**Technische Universität Chemnitz, Germany**  
Masters in Web Engineering

**Thesis:** "Role of Empathy mapping on the usability  
of mobile application"

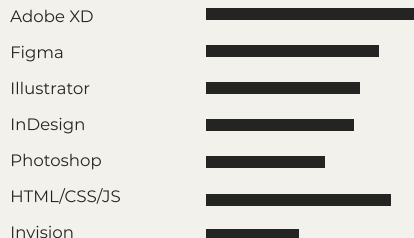
### Bachelors

**KIIT University, India**  
Bachelors in Information Technology  
Grade: 1.5 GPA

## LANGUAGE



## SKILLS



## HOBBIES & INTEREST



SINGING



COOKING



TRAVELLING