Akanksha Gupta

Service Designer | Entrepreneur | Architect

www.akanksha-gupta.com

- she/her
  21.12.1993, India
- Milan, Italy
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- akanksha--gupta
- Hindi, English (native), Italian(fluent), French (basic)
- Hobbies:
  Dancing, amateur painting, jigsaw puzzles, cycling, basketball, planning travel itineraries, searching for good coffee

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I'd introduce myself as a:

○ **Storyteller**: Strong analytical abilities to spin raw information into seamless stories with effective communication skills.

○ **Problem solver**: Pragmatic, lateral thinking, frugal mindset and foresight to untie complex knots.

○ **Leader**: Strong leadership skills with teamwork spirit, work ethic and positive attitude.

Adobe Suite

MS Office

Sketch

Miro/Mural

Figma

Invision

Autodesk Autocad

Sketchup 3D

Experience

TANGITY, NTT DATA
An ICT Consulting, Digital Transformation and Design studio

MILAN
2020 - PRESENT

Senior UX and Service Designer
- Co-leading and managing several UX/UI streams and design governance for a banking client in 9 different CEE countries to achieve 80% reusability.
- Developed POC, MVP for future products and services in Mobility, Consumer Electronics, Banking and Energy sector to ensure a holistic user experience.
- Teaching Assistant for Business Design and Innovation Sprint with Poli.Design and Antwerp School of Management.

UX and Service Designer
- Specialised in user research, market research, trend evaluation, benchmarking and insight distillation.
- Conducted various design thinking workshops for ideation, prototyping and validation phases of the projects with clients, users etc.
- Led internal non-design teams towards organisational transformation with service design know-how, tools, and workshops.
- Collaborated remotely with international teams for a global-local design model.

IBRIDA BIRRA
A non-profit organisation producing beer with surplus bread

MILAN
2019 - PRESENT

Co-founder and Digital Strategist
- Established a new brand of bread beer on the Italian market, 3 types of beer.
- Developed business, communication and marketing strategies to reach the user target and acquire new opportunities.

TELEKOM INNOVATION LABS, DEUTSCHE TELEKOM
R&D unit of Deutsche Telekom

BERLIN
2019

Service Design Intern
- Assisted in the development of a blockchain enabled product for roaming contracts between telecom operators, making these systems agile & secure.
- Conceptualised a digital identity solution functioning on blockchain for telco.

ASHOK B. LALL ARCHITECTS
An architecture studio

NEW DELHI
2016-2017

Assistant Architect and Media Content Manager
- Project Lead - led a team of 15 architects, engineers, client, project managers for a 100% green building for Caterpillar Inc.
- Published a research paper on building materials.
- Writer, editor and illustrator of a spatial design manual for an Indian bank.

Education

POLITECNICO DI MILANO
Master Of Science – Product Service System Design (110L / 110)

MILAN
2017-2019

- A design approach dedicated to sustainable solutions with innovation management, entrepreneurship, design methodology and design tools.
- Multidisciplinary collaboration, on-field experimentation, interdisciplinary competences, team-work and personal leadership.

DESSAU INTERNATIONAL ARCHITECTURE GRADUATE SCHOOL, HOSCHULE ANHALT UNIVERSITY
Master Of Architecture - Cooperative Master Class

DESSAU
2015-2016

UNIVERSITY SCHOOL OF ARCHITECTURE AND PLANNING, GGSIPU
Bachelor Of Architecture

NEW DELHI
2011-2016

Honors

Featured on Forbes Italy 30 under 30
With the startup Ibrida for social responsiblity and innovation.

2020

Presentation at the European Commission
Presented two winning projects for "Future of Government 2030+" a challenge by EU Policy Lab.

2019

Speaker at IXDA - World Interaction Design Day, EuroIA conference, Service Design Drinks, Ladies that UX, Innovation Cafe, SDSI
Presented talks and projects related to service design, UX, entrepreneurship, information architecture at various conferences, meetups and events.

2018 - 2021

Finalists at IXDA awards 2021
With the startup Ibrida for 'Optimising / Production' category.

2021

Best Sustainable Business Award by the Italian Ministry of Environment
Ibrida was awarded the prestigious "Vivere a Spreco Zero 2020" by the Ministry of Environment, ANCI and the World Food Program Italy.

2020