
RASHMI BAUR

UX designer

PORTFOLIO -

<https://www.rashmibaur.com/>

+91-9955973213

rashmi_b@nid.edu

EDUCATION

National Institute of Design, Bengaluru
Master's of Information Design
CGPA 8.19
2021-2024

Birla Institute of Technology, Mesra
Bachelor of Architecture
CGPA 7.65
2014-2019

Kendriya Vidhyalaya
HSC - CBSE Science
91%
2014

Kendriya Vidhyalaya
SSC - CBSE Science
CGPA 10
2012

SKILLS

UI/UX design, Experience design, Information design, Data visualisation, Interaction design, Data analysis, User research, Usability testing, Information architecture, System design, Wire framing, Prototyping, Web design, Generative AI, User flows, User journey mapping, Design research, Cartography, Illustration, 3D modelling

TOOLS

Figma, Adobe suite, Microsoft office suite, d3.js, Microsoft power BI, Processing, Arduino, Blender, Unity3D, qGis

ACHIEVEMENTS

National Institute of Design - Entrance exam
Master's of Information design
National ranking 1
August 2021

Ranking on the basis of 2 rounds of exam consisting of written preliminaries & portfolio review, personal interview

EXPERIENCE

Femlab
GenAI design & research consultant
March 2024-present

- Identify data gaps at the intersection of race and gender in generative AI platforms
- Experiment with strategies to enhance AI outcomes and minimize biases using curated datasets
- Analyze and refine datasets to uncover patterns and trends.

Gravity iLabs
Information design consultant
February 2024-March 2024

- Evaluate & understand existing business and strategy models.
- Design infographics & data visualisations tailored to showcase business and strategy models.

Bosch, Bengaluru
Information design consultant
October 2023-January 2024

- Understand the existing datasets & reports for the automotive marketing team
- Propose new data visualisations and dashboards based datasets using brand guidelines

IFB, Goa
Service design consultant
June 2023-September 2023

- Conduct research using various ux research methodologies and generate insights
 - Understand and map existing customer service across multiple channels based on research insight using service design frameworks
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