Aakansha Goel

Product Designer | UI/UX Designer

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Highly motivated Product Designer with 1+ year of experience designing user-centric solutions through data analysis, UI/UX best practices, and a passion for storytelling. Proven ability to increase user engagement through intuitive interface design and user research. Continuously learning and iterating to push the boundaries of design for a positive impact.

Portfolio: aakanshagoel.com

INTERNSHIPS

Qurinom Solutions | Remote | Design Intern   (07/2021 – 08/2021)

- Designed various unique UI elements for the system's interface, ensuring clarity, ease of use, and alignment with user needs.
- Developed wireframes for 30 pages within the HRM system, effectively mapping out the content layout and functionality.
- Contributed to the system's design strategy through brainstorming sessions, resulting in 4 implemented features that enhance user experience and workflow efficiency.

Socio Labs | Remote | Graphic Design Intern   (10/2020 – 12/2020)

- Designed multiple print and digital marketing assets (e.g., brochures, flyers, 20 social media graphics) using Adobe Illustrator and Photoshop to support marketing initiatives.
- Created engaging and visually appealing content for company's digital platforms (e.g., website, social media channels).
- Developed engaging content such as infographics, product mockups, social media post for company digital platforms.
- Collaborated effectively with marketing and design teams to understand content requirements and brand messaging, resulting in improved social media engagement.

SELF-INITIATED PROJECTS

Track & Pay (UI/UX Design | Strategy Design | Graphic Design)   (01/2024 – 04/2024)

- Designed and developed a user-friendly dashboard for subscription management.
- Conducted user testing with 30 participants, resulting in improvement in user satisfaction for subscription management.
- Broke down user requirements into core functionalities, resulting in a streamlined dashboard with 4 essential features for subscription overview, payout tracking with filtering options, and a reminder system for managing subscriptions (pause, upgrade, end).

E-Genie (Web Design | UI/UX Design | Service Design)   (08/2023 – 03/2024)

- Developed a responsive service web application using Wix Website Builder to facilitate responsible e-waste disposal, addressing a growing environmental concern.
- Conducted in-depth research analyzing demographics, behaviors, mindsets, and motivations of 50+ users to identify pain points in e-waste disposal.
- The interface, streamlines access to e-waste disposal resources, potentially will lead to a 10% increase in responsible e-waste disposal.
- The project was recognized and supported by leading organizations like Maker's Asylum, UNDP, and UNESCO.
- Additionally, the project was selected for acceleration at MuSo Mumbai, demonstrating its innovative approach to e-waste management.

ACADEMIC EXPERIENCE

Adobe Galaxy (Product Design | Conceptual Design | User & Brand Research)   (09/2022 – 12/2023)

- Conceptualized and brainstormed ideas using Design Thinking to develop an innovative alternative product that aligns with Adobe's brand identity.
- Analyzed the competitive landscape of 5 established design software companies to understand brand positioning and potential opportunities for Adobe.
- Conducted comprehensive research on Adobe's brand identity, including its history, core values, and target audience, to ensure the proposed product aligns seamlessly.
- Designed 3D models and high-quality renders for a line of 5 unique stationery products.
- Develop a store layout that reflects Adobe's brand identity, optimizes customer experience, and aligns with product offerings and target audience.

Chelamin (Graphic Design | Branding | Design Visualization)   (02/2023 – 07/2023)

- Designed packaging for Chelamin, a micronutrient product by Aries Agro Ltd, prioritizing clear and concise instructions specifically tailored for farmers.
- Integrated 2 anti-counterfeiting measures seamlessly into the Chelamin packaging design to protect brand integrity and consumer safety.
- Utilized a multi-iteration design process informed by Gestalt Principles to ensure optimal visual hierarchy and user understanding of the Chelamin packaging.

EDUCATION

M.Des (Product Design) | The Design Village, Noida   08/2022 – 05/2024

B.Tech (Computer Science) | MIET, Meerut   07/2018 – 06/2022

SKILLS

Product Design, User Experience Design, User-centric Design, Conceptual Design, Interaction Design, Design Thinking, Visual Aesthetics, Wireframing, Usability Testing, User Research, Brand Research, A/B Testing, Prototyping, 3D Modelling, 3D Rendering, Problem-Solving, Interpersonal Skills

TOOLS

Figma, WIX Website Builder, Adobe Creative Cloud (Ai, Ps, Xd), Miro, HTML5, CSS3, Javascript, Shapr3D, Fusion 360, Keyshot

PROFESSIONAL CERTIFICATIONS

Foundation of UX Design [Google]

UI/UX Design Specialization [California Institute of Arts]

Web Design for Everybody: Basics of Web Development and Coding Specialization [University of Michigan]