Ashish Goyal
Design, Research & Technology

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+91-96209-54300

Cross-disciplinary UX Designer with a background in Human-Computer Interaction & Computer Science Engg. Looking for next role within web/app or product design space to utilise and enhance my UI/UX/Design skills.

WORK EXPERIENCE

Cimple / UX Designer & Researcher

FEB 2023 - Present, LONDON

- Designed and iterated UIs for the product, ensuring usability and accessibility standards.
- Led research efforts to identify pain points and opportunities, resulting in increased user satisfaction.
- Conducted usability testing & gathered user feedback to inform design improvements, leading to a decrease in the bounce rate.
- Collaborated closely with product managers, developers and stakeholders to align design solutions with business objectives.

Other responsibilities: establishing design guidelines, conducting and facilitating discovery/ design/ critique workshops, crafting a diverse range of graphic design assets, mentoring to foster a culture of design within the team.

Freelance (EventStan) / Product Designer

SEP 2022 - FEB 2023, LONDON

- Implemented design thinking methodology to design mobile & web UIs for UAE's first event marketplace platform.
- Reimagined the entire design language through in-depth user research, competitive analysis, persona mapping, refining user journeys, thereby increasing the site traffic and app installs.

Tangoe / Senior UI Technologist

JUL 2019 - SEP 2021, BENGALURU

- Collaborated with the design team to **upgrade the design system** and **built new components** for Tangoe's open source UI library - goponents.
- Executed end-to-end UI development, translating design concepts into code, integrating with APIs & deploying code.

Moonraft Innovation Labs / Tech Lead

APR 2018 - JUN 2019, BENGALURU

- **Designed** and **developed** seamless intuitive experiences.
- **Led engineering teams** and **ensured project delivery** within timelines.

Infosys / Senior Systems Engineer

JUL 2014 - MAR 2018, BENGALURU

- Worked in different technologies related to frontend, backend, DevOps and Virtualization.

EDUCATION

UCL, London / MSc HCI

2021-22, Grade: Distinction

Thesis: Mockup & Video based Prototyping for Cross-device Interactions. Details: https://ashishtiff.wixsite.com/exemplar

Worked in a variety of domains, such as AR/ VR, emerging technologies, chatbots, serious games, qualitative/ quantitative research and speculative design.

GNDEC, India / B.Tech Comp Sci.

2010-14, Grade: Distinction

ACHIEVEMENTS

- **First runner up** at UCL's annual Porticode Hackathon: 2022
- **Second runner up** at UCL's Climate Code Red Hackathon: 2021
- **Runner up** at Art of AI Competition at UCL: 2022
- **Open Source contributor** at Hacktoberfest: 2020
- Various **recognitions** and **awards** at Tangoe and Infosys
- Project selected for Google's Summer of Code: 2014
- Secured internship at Centre for Artificial Intelligence & Robotics (CAIR, DRDO): 2013

SKILLS

- Figma
- InVision
- Protopie
- Maze
- MIRO
- Hotjar
- Journey mapping
- Story-boarding
- HTML/ CSS
- Javascript
- GIT
- Python
- Heuristic Eval.
- Ethno-graphy
- Analytics
- Interviews
- AR/VR tools
- CMSs
- Notion
- Agile/ Scrum
- 3D-modelling
- Procreate

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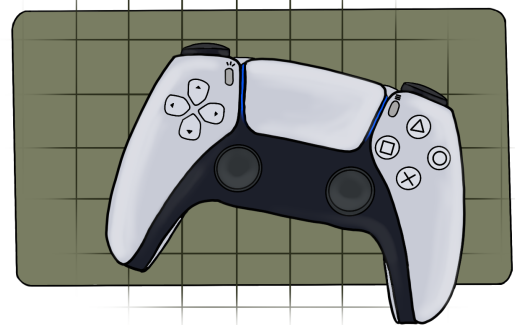ashish.tiff@gmail.com
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MORE ABOUT ME

Digital art and illustrations, this is something I am quite passionate about. It has also added value to my profession in multiple ways. Infact, all illustrations used here are hand drawn by me !!.

Music is something that I find solace in. I am a self-taught (credits to YouTube) **acoustic guitarist**, and I have played bass guitar for a metal music band in my undergraduate years. Videos here: Retribution.

I am a huge Marvel and DC fan! I even run a page on Instagram, related to superhero comics. It has garnered close to **95,000 followers**. You can follow it right away! @comicopedia.

I love games that have spellbound graphics and interesting character stories. These days I'm playing **Apex Legends** and **Injustice 2**.