

# Ashish Goyal

## Design, Research & Technology

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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 / Senior UX Designer

APR 2024 - Present, LONDON

- Leading the UI design efforts with a strategic approach, considering long-term business goals and vision.
- Establishing design guidelines and mentoring the team to foster a design-centric culture within the organisation.

#### Cimple / UX Designer & Researcher

FEB 2023 - MAR 2024, LONDON

- Collaborated cross-functionally to align design solutions with business objectives.
- Designing and iterating UIs, backed by extensive research and usability testing, thereby decreasing bounce rates and increasing user satisfaction.
- Conducting and facilitating workshops, crafting graphic design assets.

#### 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
- Protocie
- Maze
- MIRO
- Hotjar
- Journey mapping
- Storyboarding
- 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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### MORE ABOUT ME



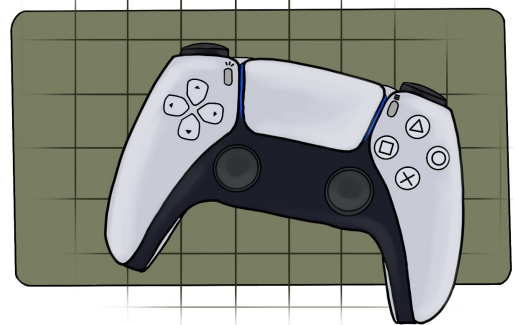
Digital art and illustrations, this is something I am quite passionate about. It has also added value to my profession in multiple ways. Infact, all illustrations used here are hand drawn by me !!.



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**.