Aakansha Goel

Product Designer | Web design | UI/UX Design

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Highly motivated Product Designer with 1+ year of experience in Web Design and UI/UX practices, and a passion for storytelling and designing graphics. Ability to explore, experiment and be creative. Continuously learning and iterating to push the boundaries of design for a positive impact.
Portfolio: aakanshagoel.com

CONTRACTUAL EXPERIENCE

Love Jain (Web Design | Graphic Design | Branding)   (05/2023 – 09/2023)

- Designed and developed a user-friendly responsive website, compatible for different screen sizes.
- Developed the brand identity, including logo design, color palette, and typography.
- Designed marketing materials (e.g., brochures, flyers, social media graphics, presentations) that are consistent with the overall brand identity.

Shashi Opticals (Web Design | Branding)   (06/2022 – 08/2022)

- Designed and developed a user-friendly, local SEO-focused website for a local retail store.
- Created clear navigation & responsive design for optimal user experience across devices and highlighted store info, products & services to attract & engage more customers.

Ultraloop (Web Design | Branding)   (09/2020 – 02/2021)

- Designed and implemented a user-friendly, responsive website that adapts to various devices (desktop, tablet, mobile) for optimal user experience (UX) across all screen sizes.
- Developed website information architecture and user interface (UI) design to optimize user experience (UX) for Ultraloop's target audience.
- Created visual elements such as logo and graphics to establish a strong and consistent brand identity.

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 PROJECT

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.

EDUCATION

M.Des (Product Design) | The Design Village, Noida   08/2022 – 06/2024

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

SKILLS

Product Design, Responsive Web Design, User Experience Design, Conceptual 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, Adobe Creative Cloud (Illustrator, Photoshop, Adobe Express, Adobe XD), Miro, HTML5, CSS3, Shapr3D, Fusion 360, Keyshot

PROFESSIONAL CERTIFICATIONS

Accessibility Specialization Badge [WIX]

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]