

SANIKA GOYAL

Product Designer

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[LinkedIn Profile](#)



WORK EXPERIENCE

Onething Design Studio / UX Designer

JUNE 2023 - MAY 2024, BANGALORE

- Enhanced user experience through research, design, and testing across diverse industries, including edTech, fintech, automotive, and IT.
- Led UX design for projects such as INDIAai (government AI initiative), Masters' Union (business school), and Equentis (financial services), contributing to 10% reduction in user drop-off rates across platforms.

Onething Design Studio / UX Design Intern

JAN 2023 - APR 2023, REMOTE

- Worked on a new vertical at Royal Enfield by developing and optimizing UX task flows. Analyzed user interactions and enhanced overall usability.
- Enhanced customer experience for INDIAai by adhering to design systems, driving a 1.2x boost in conversion rates.

FCB Ulka / Design Intern

JUNE 2022 - JULY 2022, BANGALORE

- Designed compelling packaging and marketing materials for top brands like Dark Fantasy, Himalaya, Sunfeast, and B Natural, driving a 15% increase in consumer engagement.

Idealoft Studio / Visual Designer

FEB 2021 - DEC 2021, REMOTE

- Spearheaded visual design experiments for experiential products and apps.
- Crafted a compelling visual identity for an LGBTQ community initiative's social media profile.

PROJECTS

Masters' Union / User Research, UX Design

- Designed a business school platform to replicate the on-campus experience, achieving a 15% increase in course enrollment inquiries.
- Conducted user interviews and competitive analysis to align the platform with user needs.

INDIAai / UX Design

- Collaborated with NASSCOM to design an AI portal, contributing to a 10% increase in user engagement within the Indian AI ecosystem.
- Conducted user research to identify user and business gaps, guiding feature maps and prioritizing key functionalities.

SKILLS

Design

Experience Design
Interaction Design
Interface Design
Visual Design
Story Boarding
Prototyping
Design thinking
Wireframe
Brand & Identity
3D Modeling
Design Systems

Technical

HTML
CSS
Accessibility
(WCAG standards)

Research

User Interviews
Usability Testing
User Research
A/B Testing

TOOLS

Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Figma
Framer
Blender
Unity

EDUCATION

The University of Texas at Austin MS in Information Studies

2024 - 2026, TEXAS

Unitedworld Institute of Design Visual communication design

2019 - 2023, AHMEDABAD

ACADEMIC POSITIONS

Academic Assistant

The University of Texas at Austin

AUG 2024 - PRESENT, TEXAS

Conducted hands-on Figma sessions, teaching design principles and interface prototyping. Facilitated practical learning in design projects.