

Aakash Goel

Product designer

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EXPERIENCE

Product Designer

Spenny

Jul' 2021 - Present

Led the design team, setup design guidelines, hired and mentored the junior designers

Designed various features of the product from 0-1. Monitored the metrics and improved the product

Improved the onboarding experience and home screen after a series of design iterations backed by user feedback and analytics

UX Designer

DLT Labs

Oct' 2020 - Jul' 2021

Built the Design System from scratch and setup organization-wide design guidelines

Collected insights from Analysts and redesigned the highest revenue-building product

Collaborated with the PM to create PRD, and designed the reporting + query creation tool

Product Design Freelancer

Butter

Sep' 2020 - Aug' 2021

Conducted market & user research and used the insights to improve the overall product

Built the Design System, which led to increased speed in the design process, reduction in design inconsistencies, and lesser bug-free UI

SKILLS

UI/UX Design

Interaction Design

Wireframing

Journey Mapping

Data Analysis

User Research

Rapid Prototyping

Usability Testing

Interviews & Surveys

Design Systems

Zero-to-one Products

TOOLS

Figma

Adobe XD

HTML & CSS

JavaScript

ReactJS

Rapid Prototyping

Usability Testing

Interviews & Surveys

Metabase

EDUCATION

Bachelors of Technology in Computer Science

KIET Group of Institutions, AKTU
2016-20