ATISHAY GOYAL
Product Designer

Portfolio: atishaydesign.com

Product designer with 10+ years of experience in leading design teams, executing complete design cycles from discovery to delivery, and cultivating design culture in startups and MNCs.

During graduation, trained 50+ aspiring developers every month. Turned this training program into a design studio and offered development, designing, and marketing services to startups. After four successful years, realized that lack of experience and financial stability were blockers in scaling the company. Joined Xebia and led the design vertical by working with clients like Spicejet, McKinsey&Co., and BCG. Advocacy for design thinking, ability to comprehend development efforts, and quick design iterations, bagged several recognitions globally. While in the UAE, joined Shipa Freight, explored the logistics industry, and designed several solutions for customers, sales, and operations while playing the crucial role of a Product Owner for all digital applications.

CERTIFICATIONS

Human-Computer Interaction (UX)
MIT, Boston, USA (Remote)
Oct 2019

Design Thinking
Interaction Design Foundation
Mar 2019

EDUCATION

B. Tech in Computer Science
ABESIT, Ghaziabad, India
Jun 2014

KEY STRENGTHS
Problem Solving
Storytelling
Product Designing
User Research
Collaboration
Mentoring
Agile

TOOLS
Figma, Sketch, InVision, Zeplin, Adobe Suite

CONTACT
- goyalatishay93@gmail.com
- linkedin.com/in/goyalatishay
- India: +91-9650666495
- New Delhi, India

WORK EXPERIENCE

Head of Design · Shipa Freight · Remote · Sept 2018 to Present
- Led a team of 8 multi-disciplinary designers while spearheading UX practices across the organization worldwide and scaling the design maturity model from stage zero to stage five.
- Created a multi-brand design system with over 200+ components that was adapted by eight partner companies globally.
- Optimized the workflow and increased conversion by 400% through innovation in digital experience, customer engagement, operations, and sales activities on the web and mobile applications.
- Developed new skills in agile product ownership, remote team management, service design, and cross-department collaboration.

Sr. UX Designer · Xebia · Gurgaon & Dubai · June 2016 to Sept 2018
- Designed an enterprise application for the Crown Prince Court of Abu Dhabi that reduced manual work and processing time by 60%.
- Redesigned a legacy mobile banking application for the largest Islamic bank in Qatar that increased customer retention by 20% and average Google play store reviews from 3.5 to 4.2 in 5 months.
- Led the website and mobile app redesign initiatives for Spicejet.com. Designed several in-flight applications used by pilots, crew members, and passengers.
- Developed new skills in agile methodology, enterprise UX, design thinking, cross-team collaboration, and stakeholder management.

Founder · Mad N Creative Design Studio · Noida · Aug 2012 to Jun 2016
- As an entrepreneur, established a design studio, recruited and mentored a team of 12 UI and UX designers.
- Partnered with 40+ cutting-edge tech startups and designed UX solutions for their products.
- Developed new skills in UI and UX designing, client management, mentoring, hiring, improving team dynamics, marketing, SEO, branding, design presentation, and making good coffee.