ATISHAY GOYAL

Product Designer

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Delhi-NCR, India

Seasoned service and product designer with over 12 years of experience in leading design teams, executing design cycles from discovery to delivery, and fostering design ethos within diverse organizational settings.

WORK EXPERIENCE

Head of Customer Experience

iContainers & Shipa Freight, UAE & India - September 2018 to Present

- Spearheaded user research, increasing conversion by 400% and NPS by 250%.
- Created a comprehensive white-label design system used by 70+ partners globally.
- Drove CX strategy during merger and unified design teams with 100% retention.
- Led and scaled a multidisciplinary team of 12 designers working across research, product, marketing and operational excellence.

Sr. UX Consultant

Xebia, Gurgaon, India - June 2016 to September 2018

- Designed enterprise solutions for the Crown Prince Court of Abu Dhabi, improving operational efficiency by 60% and cutting carbon footprint by 75%.
- Revamped a legacy mobile banking app for Qatar's largest Islamic bank, boosting customer retention by 22% and improving Google Play Store ratings from 3.5 to 4.2 within five months.
- Provided strategic consulting to Spicejet, McKinsey & Co., and Boston Consulting Group on a range of client-facing and internal applications.

Founder

Mad N Creative Design Studio, Delhi, India - August 2012 to June 2016

- Trained 500+ aspiring developers and designers in emerging technologies, catalyzing the foundation of my design studio while pursuing my graduation.
- Partnered with 40+ startups, providing diverse solutions in digital transformation and design.
- Enhanced personal expertise in design, client management, recruiting, improving team dynamics and marketing, contributing to personal growth and success of the studio.

EDUCATION

Human-Computer Interaction in UX Design, MIT, Massachusetts, USA - October 2019
Bachelor of Technology, Computer Science, ABESIT, Delhi-NCR, India - June 2014

KEY STRENGTHS

Problem Solving, Storytelling, Empathy, Collaboration, Product Design, User Research, Leadership, Agile

ACHIEVEMENTS

Editor's Choice - Top Designers in India 2023, SiliconIndia - October 2023
Guest Speaker & Mentor, GrowthSchool - July 2023
Top 20 Most Promising Design Studios in India 2019, SiliconIndia - July 2018