CONTACT INFO

P: +44-7862405081
E: priyanka21goyal@gmail.com
in: Linkedin/Priyankagoyal21

LOCATION

South London

Priyanka Goyal

Product Designer & Researcher

EDUCATION

2012 to 2014

Master Instructional Design

Symbiosis International University

2007 to 2011

Bachelor in Communication Design

Symbiosis Design University

PROFESSIONAL SKILLS

- UX/UI design
- Product strategy
- User Research
- Service Design
- Mentorship

PERSONAL SKILLS

- Creative Problem Solving
- Collaboration
- Adaptability
- Communication & Storytelling
- Empathy
- Critical Thinking
- Prioritization
- Leadership & Mentoring

TOOL SKILLSET

- **For Design:** Figma & Photoshop & Illustrator
- **For Collaboration:** Miro, Figjam & use slack
- **For Analytics:** Google analytics, Hot Jar, Sisence & Pendo
- **Project Management:** Jira, Trello & Slack

WORK EXPERIENCE

Current

`Saas` `AI` `Research & Analytics`

Company : Wood Mackenzie

Profile   : Senior Product Designer

- Led AI-driven discovery and optimisation, applied service design to clarify personas and workflows, support product roadmaps with POs, user research and designed data visualisations for annalytical tool (UI/UX), and mentored junior designers.

Current - Self Employed

`Gen AI` `Chatbot` `Climate-tech`

Company : HelloSpring

Profile   : Design and Strategist

- Defined the company's design vision and strategy, collaborated with co-founders to build a tech-driven product for environmental impact, and communicated design plans to stakeholders.

"

May 2023 - Aug 2023

I've traveled, met people and found a team passionate about teaching people how their daily actions can save the planet.

May 2021 to May 2023 - Full-time

`SaaS` `Mental Health` `Health-Tech`

Company : Togetherall

Profile   : Senior Product Designer

- Implemented features like Groups and Reactions, doubling platform engagement; led cross-team design thinking sessions and ideation workshops; developed a design system to improve consistency and efficiency.

Aug 2022 to May 2021 - Full-time

`Digital Payment` `Fin-Tech`

Company :   PayU (Credit)

Profile   :   Lead Product Designer

- Conceptualized and designed reward functionality for the PayU Credit app, boosting user retention and business opportunities; collaborated on B2B app development using agile methodologies; mentored junior designers and led the design system initiative to enhance consistency and efficiency.

June 2019 to July 2020 - Full-time

`Market place` `Hospitality` `Travel-Tech`

Company :   OYO Rooms

Profile   :   Senior Product Designer

- Thrived in a startup design culture, adapting quickly to deliver innovative UX/UI solutions for B2C and B2B apps, as well as service design for internal platforms; led product design for OYOlife and Student Housing, and contributed to internal tools improving global business efficiency.

December 2016 to May 2019 - Full-time

`Market place` `Lifestyle-Tech`

Company :   Nearbuy by Groupon

Profile   :   Senior UX designer

- Translated unstructured business requirements into clear problem statement and design solutions for Nearbuy Merchants; launched a B2B app enabling merchants to manage listings, reservations, and offers, enhancing customer experience and boosting off-peak sales.

Apr 2015 to Dec 2016 - Aricent- UX designer (Contract)

Oct 2015 to Feb 2016 - HungerBox - UX Designer (Contract)

Oct 2014 to Sep 2015 - Zopper - UX Designer

Feb 2012 to Apr 2014 - Wishbox Pvt. Ltd - Visual Designer

Portfolio

www.ithink.design