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# Priyanka Goyal

Product Designer | User Researcher | Design Strategist

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## SUMMARY

Persistence, curiosity, & obsession with details define me. With an educational background in communication design, a master's in instructional design, and 10 years of work experience in digital product design. I am competent in all aspects of the design process

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## WORK EXPERIENCE

- **TOGETHERALL - Product Designer - Current**  
Re-create the homepage for Togetherall which has increased the engagement on bricks and no. of page views by 2x. Built 2 important features Togetherall groups and trained peers to accelerate engagement.
- **PayU - Lead Product Designer - 2020 - 2021**  
Built a successful reward program for a young audience, the feature has improved the engagement on the platform and provided new opportunities to the business. I have Led the initiative of creating their design system.
- **OYO - Sr. Product Designer - 2019 - 2020**  
Led the design for OYO life. Re-invented their M-web product detail page, which attracted 80% of their customers. The new design has increased the conversion by 5% i.e. 50 more leads per week and increased the time spent on the page by 10 mins.
- **Nearbuy - Sr. Product Designer - 2016 - 2019**  
Conducted user research and generate idea to create their B2B application aiming to the creation of lucrative business prospects.
- **Aricent - Lead Product Designer - 2016 - 2016**
- **HungerBox - UX/UI Consultant - 2015 - 2016**
- **Zopper - UX/UI Designer - 2014 - 2015**
- **Wishbox - Graphic/Interaction Designer - 2012 - 2014**

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## EDUCATION

Symbiosis Institute of Design

### POST GRAD. DIPLOMA

Instructional Design

June 2016

### BACHELORS OF DESIGN

Communication Design

April 2007 - April 2011

### CERTIFICATIONS

Data Analytics, Design for AI,  
CSS & HTML

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## EXPERTISE

- Conducted user research to form a design decision.
  - Conducted workshops and sessions with stakeholders to generate ideas.
  - Designed user-centric interface that are functional that is visually appealing.
  - Analysed and refined solutions on basis of user testing.
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## TOOLS

**Figma**, Creative suite & Sketch

Fig jam, Miro & Jira for collaboration.

Google analytics, sisenca, Hot Jar and Pendo for analytics.