Gaurang Goel

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EDUCATION

B.S. in Computer Science (Human-Computer Interaction Concentration) Dec 2023
B.A. in Design Cumulative GPA: 3.7
Honors: Dean's List, Academic Excellence Scholarship
The University of Texas at Dallas (UTD) Dallas, TX
Meta Design Summit Participant, *Meta* Jul - Oct 2022

EXPERIENCE

UX Design Intern, *Nutanix Inc.* June 2023 - Present
- Collaborated with a cross-functional team to redesign capacity planning and runway features of Nutanix's Prism Central software
- Facilitated 40+ design review sessions, refining Prism Central's capacity features based on stakeholder feedback

User Experience Design Intern, *Symbotic Inc.* Jan - May 2023
- Conducted a comprehensive evaluation and redesign of an existing application, resulting in a 31% improvement in user satisfaction
- Implemented the design thinking process, including user research, interviews, and a user testing plan, resulting in an 80% reduction in user-reported pain points and an improved overall user experience
- Collaborated closely with developers and managers to ensure technical feasibility and compliance with project requirements, resulting in a 95% success rate for design solutions implemented

UX Design Intern, *Corsair Gaming Inc.* May - Aug 2022
- Redesigned the Gamer Sensei website using Figma working along with the User Research team resulting in 16% more sales by volume
- Designed the layout and visuals for a new email campaign in conjunction with the marketing and web development teams, improving the conversion rate by 23%
- Collaborated with the editorial, marketing, and social media teams to create marketing assets enriching social media engagement by 37%

Social Media and Technology Assistant, *UTD* Feb - Dec 2022
- Outlined 50 mockups for overseas education ads and boosted social media engagement by 32% monthly
- Revamped the International Center website by establishing an expandable design system in Figma, while collaborating with the International Center Staff; increased User Satisfaction by 21%

Graphics, and Motion Designer, *Freelancer* Aug 2018 - Aug 2021
- Designed 1200 advertisement flyers for 450 customers with over 92% customer satisfaction rate
- Created 100 3D animations using After Effects for 50 clients with a 95% client satisfaction rate

PROJECTS

YouTube, but better | *UI/UX Case Study* | *Figma* | *Adobe Photoshop* | *Adobe Illustrator*
- Redesigned YouTube for web and mobile to improve the aesthetic design and introduced new horizons
- Conducted 15 User Interviews and User Surveys to identify User Pain Points and find a solution for them
- Achieved a 96% NPS with 2 rounds of moderated usability testing and 3 rounds of wireframe iterations

Google Ride | *UI/UX Case Study* | *Figma* | *Adobe Photoshop* | *Adobe Illustrator*
- Conceptualized a ride-booking app featuring self-driven cars that allow users to schedule rides easily
- Managed the project utilizing the agile development framework to assure efficiency and quality delivery

LEADERSHIP AND INVOLVEMENT

Social Media Coordinator, *UTD Esports* Jan 2022 - Present
- Launched a social media campaign raising the active users by ~17% and followers by 68% in 2 months

SKILLS

Design Softwares	Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Figma, Sketch, InVision, Axure
UX Design	Information Architecture, User Research, Personas, Wireframing, Storyboarding, Visualization, Prototyping, Sketching, Surveying, User Testing, Responsive Web
Programming Languages	C++, Python, C, Java, SQL, HTML, CSS, Javascript, JQuery
Collaboration	Agile Development, Monday, Asana, Slack