

# Paavas Goyal

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## PROFILE

UI/UX & Marketing Designer skilled in crafting digital experiences that blend storytelling, conversion-focused design, and brand consistency. Experienced in Framer, Figma, and content-driven marketing pages that drive engagement and growth. Passionate about experimentation, iteration, and building design systems that perform.

## EDUCATION

<b>VIT Bhopal University</b> <i>B.Tech in Computer Science &amp; Engineering (Software Engineering)</i>	2022 – 2026 CGPA: 8.29/10
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## EXPERIENCE

<b>UI Design Intern, DarkHorseStocks</b> <i>Dashboard UI Design</i> <ul style="list-style-type: none"><li>– Designed high-fidelity dashboard interfaces focused on visual hierarchy, data readability, and performance insights.</li><li>– Collaborated with developers and researchers to refine design systems for scalability and consistency.</li></ul>	Oct 2024 – Jun 2025
<b>Freelance Marketing Design Work</b> <i>Self-initiated &amp; Client Projects</i> <ul style="list-style-type: none"><li>– Designed and built marketing websites on Framer for clients including <a href="#">MasterCFA</a>, <a href="#">Travel Website</a>, and <a href="#">Therapist Website</a>.</li><li>– Created brand-consistent landing pages, optimized for storytelling, engagement, and conversion.</li></ul>	2024 – Present
<b>Design Team Lead, Freelancing Club</b> <i>VIT Bhopal University</i> <ul style="list-style-type: none"><li>– Founded and led the university's design team; established workflows, mentoring programs, and branding systems.</li><li>– Created social media campaigns and promotional assets that increased community engagement across university events.</li></ul>	Jan 2024 – Aug 2025

## SELECTED PROJECTS

<b>Eve – AI Companion App (Delhi University Hackathon) (<a href="#">Figma</a>)</b> <ul style="list-style-type: none"><li>– Designed an AI companion app centered on emotional interaction, conversational UI, and adaptive visual identity.</li><li>– Prototyped interaction flows to demonstrate empathy-driven design and multimodal response behavior.</li></ul>	Feb 2025
<b>Zomato UI Challenge – Dark Mode Implementation (<a href="#">LinkedIn Post</a>)</b> <ul style="list-style-type: none"><li>– Proposed and prototyped a dark mode feature for the Zomato app as part of a product design challenge, later integrated into the live app.</li></ul>	Jan 2024
<b>GyaanMitra – AI Learning Platform</b> <ul style="list-style-type: none"><li>– Built a GenAI-driven education platform with personalized learning flows, adaptive UI, and visual consistency.</li></ul>	Apr 2025

## ACHIEVEMENTS & CERTIFICATIONS

- Winner — University Designathon ([Link](#))
- Top 10 — IIT Jammu Designathon ([Link](#))
- User Interface Design — IIT Delhi (2024)
- Google UX Design Professional Certificate — Coursera

## TECHNICAL SKILLS

- Design Tools:** Figma, Framer, Photoshop
- Marketing Design:** Landing Pages, Campaign Visuals, Brand Systems, Layout & Typography
- Prototyping & Automation:** Framer CMS, Interaction Design, n8n Workflows, AI Tools (ChatGPT, Gemini)
- Programming:** HTML, CSS, Python