

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

VIT Bhopal University 2022 – 2026
B.Tech in Computer Science & Engineering (Software Engineering) CGPA: 8.29/10

EXPERIENCE

UI Design Intern, DarkHorseStocks Oct 2024 – Jun 2025
Dashboard UI Design

- Designed high-fidelity dashboard interfaces focused on visual hierarchy, data readability, and performance insights.
- Collaborated with developers and researchers to refine design systems for scalability and consistency.

Freelance Marketing Design Work 2024 – Present
Self-initiated & Client Projects

- Designed and built marketing websites on Framer for clients including [MasterCFA](#), [Travel Website](#), and [Therapist Website](#).
- Created brand-consistent landing pages, optimized for storytelling, engagement, and conversion.

Design Team Lead, Freelancing Club Jan 2024 – Aug 2025
VIT Bhopal University

- Founded and led the university's design team; established workflows, mentoring programs, and branding systems.
- Created social media campaigns and promotional assets that increased community engagement across university events.

SELECTED PROJECTS

Eve – AI Companion App (Delhi University Hackathon) ([Figma](#)) Feb 2025

- Designed an AI companion app centered on emotional interaction, conversational UI, and adaptive visual identity.
- Prototyped interaction flows to demonstrate empathy-driven design and multimodal response behavior.

Zomato UI Challenge – Dark Mode Implementation ([LinkedIn Post](#)) Jan 2024

- Proposed and prototyped a dark mode feature for the Zomato app as part of a product design challenge, later integrated into the live app.

GyaanMitra – AI Learning Platform Apr 2025

- Built a GenAI-driven education platform with personalized learning flows, adaptive UI, and visual consistency.

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