

# PAAVAS GOYAL

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## EDUCATION

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- **VIT Bhopal University** Nov 2022 – Present  
*B.Tech CSE, Minor Health Informatics — 8.29 CGPA*  
*Bhopal, India*
- **Indirapuram Public School** Jul 2021 – Jul 2022  
*CBSE Class 12th — 94%*  
*Ghaziabad, India*

## EXPERIENCE

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- **Product & UX Analyst Intern — DarkHorseStocks** Oct 2024 – Jun 2025  
*Remote*
  - Led usability tests and workflow validation for a financial dashboard with **5K+ active users**, cutting task completion time by **30%** and improving feature discoverability by **20%**.
  - Partnered with PMs/Engineers to validate feature rollouts across web, ensuring **zero critical usability defects pre-release**.
  - Designed and A/B tested landing page variations for a housing rental client, achieving a **25% uplift** in sign-ups (conversion rate from 12% → 15%).
  - Created **10+ responsive prototypes** in Figma/Framer, reducing engineering handoff cycles by **15%**.

## PROJECTS

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- **GyaanMitra — React, Firebase, Gemini** Mar 2025 – Apr 2025
  - Developed AI quiz platform with **200+ registered users** and **95% question accuracy**, boosting student engagement by **35%** via real-time analytics dashboards.
  - Integrated Gemini APIs to support **4+ languages**, enabling inclusive learning and scaling adoption to users from 3 Indian states.
- **Zomato UI Challenge — Figma** May 2024
  - Redesigned mobile UI with accessibility & dark mode, leading to **12% faster task completion** in usability testing; ranked **Top 5/700+**, with dark mode later adopted by Zomato.
- **Eve App — Figma** Feb 2025 – Mar 2025
  - Designed a period tracker with **10+ features**, tested on **30+ peers**, achieving a **90% usability score** and 80% feature adoption rate in hackathon validation.

## ACHIEVEMENTS

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- (**Top 5**) — Zomato UI Design Challenge (**700+ participants**), May 2024.
- Winner — University Designathon (EventSphere), Mar 2025: delivered validated prototypes.
- (**Top 8**) — IIT-Jammu Designathon, Jun 2025 (150+ teams).

## CERTIFICATIONS

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- UX Design Principles with AI — IIT Delhi (Mar 2024).
- Foundations of UX Design — Google/Coursera (Dec 2023).
- Cloud Computing Fundamentals — SimpliLearn (Aug 2023).

## TECHNICAL & PRODUCT SKILLS

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- Languages: JavaScript, HTML, CSS, Java, React, SQL, Python.
- Frameworks: React.js, React Native, Firebase, Framer.
- Design Tools: Figma, Framer, Stable Diffusion.
- Platforms: Vercel, GitHub, Gemini, ChatGPT, Bolt AI.
- Product/Analysis: Usability Testing, Product Analytics, A/B Testing, Regression Testing, User Journeys, APIs, Databases, Reporting.