



[esteeegoel.github.io/portfolio/](https://esteeegoel.github.io/portfolio/)  
[linkedin.com/in/esteeegoel](https://linkedin.com/in/esteeegoel)  
(917) 946 5710 | [esteethomasgoel@gmail.com](mailto:esteethomasgoel@gmail.com)

## experience

### UX & Design Engineer — Stack Sports

February 2025 - Present

- Driving UX strategy and design for the RegattaCentral team
- Designed World Rowing Athlete Connect's 2025 launch end-to-end for the Masters regatta in Bayoles, Spain.
- Creating LiveTrack feature in the HOCR mobile app including in-boat video streaming and athlete location broadcasting.
- Collaborating with developers for seamless implementation to maintain integrity across web applications.

### UX Consultant — Etail Solutions

October 2024 - October 2025

- Transformed a 15+ year old legacy platform in Microsoft forms to a sleek, modern WebUI interface for 42+ clients.
- Introduced Figma as the sole designer, created a design system of modern typography, layout, and visual hierarchy.
- Reduced customer support needs by 15% using intuitive design
- Empowering self-serve onboarding with more automated setup

### Founder — EST. Creativ

April 2020 - Present

- Launched business selling custom art and tripled monthly sales
- Developed website and secured large commissions through referrals and social media for 33% revenue increase
- Freelanced brand kits and social templates for 8 organizations, driving a 50%+ increase in online engagement

### UX Designer — Nor Design

January 2024 - May 2024

- Revamped user experience for Nor's digital archive by introducing innovative design, increasing user satisfaction 65%
- Delivered immersive end-to-end web experiences through user research, ideation, prototyping, and product development

### Design Intern — SBLD Studio

May 2023 - August 2023

- Initiated the Wells Fargo CIC courtyard lighting project from Adobe concepts to AutoCAD/Revit plans for 2026 construction, improving visibility by 40% and energy consumption by 18%
- Presented to clients, prototyped 10 large-scale projects with a cross-functional team, and produced 7 design presentations.

### Membership & Creative Intern — USRowing

June 2022 - September 2022

- Managed a database of 92,000+ individuals and 1,400+ organizations, reducing compliance error rates by 35%
- Designed 15+ large-scale event signage and provided on-site staff support at national championship regattas
- Spearheaded the redesign of the USRowing Scholastic Honor Roll, attracting a record 320+ applicants

## education

### Carnegie Mellon University

August 2020 - May 2024 | Pittsburgh, PA

B.S Human Computer Interaction & Economics  
Minor in Design

## leadership

### President, Women's Captain, Secretary — Carnegie Mellon Rowing Team

August 2020 - May 2024

- Led complete team rebranding, launched and piloted transition to NCAA varsity sport
- Expanded membership from 14 to 50+, improved retention from 10% to 80%, and led the team to win 35+ medals

### CFO, Recruitment Director, 3x Room Chair — Kappa Alpha Theta Fraternity

October 2020 - May 2024

- Created and managed a \$90,000 budget and handled reimbursements, payment plans, and funding
- Organized recruitment logistics including off-site training for 80+ members, recruiting 28 new members from 300+ PNMs
- Directed and built multi-story booths for 3 years from 2022-2024

### VP Marketing/PR —

### Equilibrium - Women in Economics

September 2020 - May 2023

- Grew social media/campus presence 50+%
- Solo-hosted alumni panel featuring CMU economics grads from 3 countries

## skills

### Software:

Figma  
HTML + CSS  
Adobe CC  
Javascript  
Python  
Miro  
AutoCAD  
R and RStudio  
Microsoft

### Design:

Design Thinking  
Product Design  
User Testing  
Storytelling  
Prototyping  
Visual Design  
Typography  
Client Relations  
Team Building