

# Aakash Goel

ux + product designer

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## about me

I'm a frontend developer turned product designer with a passion for solving problems & crafting intuitive digital experiences. I enjoy taking on new challenges & side projects.

## experience

### UX Designer - DLT Labs

Oct 2020 - Present | Full-time

- Worked on the Design System and setup organization-wide design principles & guidelines
- Designed, prototyped & shipped the redesign of one of the key revenue-building product.
- Worked closely with the PM to create PRD, and designed, prototyped & shipped the reporting + query creation & management tool

### Product Designer - Butter

Sept 2020 - Present | Freelance

- Led design for a product that improves the process of communication and collaboration on mobile
- Conducted market & user research that provided few key insights to improve the overall product
- Designed the Design System, which led to increase in the design process, reduction in design inconsistencies and lesser bug-free UI
- Designed the landing page & the social media posts

## personal projects

### usefonts

Created a tool to help designer & frontend developers to choose the perfect font for their next project :)

## skills

Product thinking  
User research  
User experience design (UX/UI)  
Design systems  
Prototyping  
Wireframing  
Usability testing

## tools & frameworks

Figma  
Adobe XD  
HTML/CSS  
JavaScript  
ReactJS

## education

### B.Tech / 2016-20

Computer Science / 7.9  
KIET Group of Institutions, AKTU

## activities

Led DSC KIET, the student community by Google Developers.

Mentored junior students at campus and conducted talk on Design 101

Organised first-ever free hackathon in the campus powered by MLH, GitHub & Microsoft