

# Ananya Goyal

## UX Designer with an Architect's Eye

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Six years designing physical spaces where user behaviour, wayfinding, and accessibility matter. Now applying spatial thinking to digital products. I bring research rigor, systems thinking, and accessibility expertise.

### User Experience Design

#### Independent Practice & Self-Directed Study

07/2025 – Present

Industry-focused training in interaction design, user research methods, wire framing, prototyping, usability testing, and accessibility standards.

#### Karnataka Chitrakala Parishath, *Museum App*

2025

- Designed a digital companion to improve art discovery and visitor navigation within a public museum.
- Conducted user research with visitors and staff, identified friction between pre-visit and on-site experiences.
- Developed a high-fidelity prototype separating planning and in-museum interaction modes, ran usability tests; iterated based on findings

#### WannaDOO!!, *Behavioural Design App*

2025

- Designed app to transform idle moments into intentional micro-activities, applying BJ Fogg's behavior model
- Conducted user interviews to study motivation patterns and applied behavioral design frameworks to create low-friction interaction flows validated through usability testing.
- End-to-end process: user interviews, competitive analysis, personas, user flows, UI design

### Professional Experience

#### Design Lead, *Anand & Associates*

01/2022 – 06/2025

- Led multidisciplinary teams (4–6 members) across hospitality and industrial projects, focusing on user comfort, clarity of movement, and experience-driven planning.
- Achieved ₹60 million savings on warehouse project through topographic cut-and-fill optimization, reducing site disruption by 45%.
- Co-developed accessibility guidelines with APD India to improve inclusive design across institutional facilities.
- Managed the full design lifecycle from research and concept development through execution.
- Mentored interns and junior architects, fostering critical thinking and user-centered design intent.

## Project Architect, *Anand & Associates*

01/2019 – 12/2021

- Developed immersive 3D presentations that helped clients to evaluate spatial experience before construction.
- Conducted site assessments to study real-world constraints and user behaviour, translating observations into design refinements.
- Researched material systems, industry trends, and evolving user needs to inform design decisions.
- Coordinated across consultants and contractors to maintain design integrity through implementation.

## Architectural Intern, *Anand & Associates*

01/2017 – 10/2017

Supported residential, commercial, and industrial projects with focus on accessibility, clarity, and user-centred planning.

## Selected Architectural Projects

**JSW Renewables Township** — Led design for a large-scale residential township, focusing on spatial planning, circulation, and community-level experience.

**ITC Sandila** — Designed administrative building façade and interiors, balancing climate response, visual identity, and user clarity.

**Favorich Industrial Park** — Contributed to master planning and development, structuring land use, access hierarchy, and service layouts.

**Nilah Estate (Managed Estate Development)** — Planned terrain-responsive layouts and standardized residential typologies for weekend homes.

## Education

### Google UX Design Professional Certificate, *Google*

2025

### Bachelor of Architecture (B.Arch)

2013 – 2018

Bharati Vidyapeeth University, College of Architecture

## Skills

**Research** — User interviews, contextual inquiry, usability testing, journey mapping, personas, competitive analysis, heuristic evaluation

**Design** — Wireframing, prototyping, information architecture, interaction design, design systems, accessibility (WCAG)

**Tools** — Figma (variables, advanced prototyping), Adobe XD, Miro, FigJam, HTML/CSS/JS (basic)

**Collaboration** — Stakeholder management, workshops, cross-functional communication, mentorship

## Community Volunteering

### Origami Workshops

Facilitated 20+ workshops for colleagues, children from orphanage, and families from my apartment — developing observation skills for how different users learn and adapt.