Ananya Goyal
Bridging Architecture & Digital Experiences

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EDUCATION

Bachelor of Architecture, *College of Architecture, Bharati Vidyapeeth University*
2013 – 2018

Google UX Design Professional Certificate
2025

RESEARCH INTERESTS

Spatial cognition in digital interfaces: Applying architectural wayfinding and environmental psychology to improve navigation and information architecture.

Physical-digital integration: Translating principles of flow, hierarchy, and human scale into intuitive digital and mixed-reality experiences.

Universal design and accessibility: Developing inclusive frameworks that support diverse abilities, contexts, and interaction preferences.

SKILLS & TOOLS

UX Research & Strategy:
User interviews, contextual inquiry, usability testing, journey mapping, personas, competitive analysis, heuristic evaluation

UX Design & Prototyping:
Wireframing, interaction design, information architecture, design systems, responsive design, accessibility

Design Tools:
Figma, Adobe XD, Miro, FigJam, Photoshop, AutoCAD, Revit, SketchUp

Collaboration & Management:
Stakeholder management, design workshops, cross-functional collaboration, mentorship

PROFESSIONAL EXPERIENCE

Design Lead, *Anand & Associates*
2022 – 2024
- Led multidisciplinary teams (4–6 members) across concurrent hospitality and industrial projects, prioritising user comfort, spatial clarity, and lived experience.
- Managed the full design lifecycle from research and concept development to construction documentation, ensuring alignment between user needs, site context, and client goals.
- Conducted iterative design reviews based on stakeholder feedback to refine circulation, spatial hierarchy, and usability.
- Mentored interns and junior architects, fostering a studio culture focused on critical thinking, design intent, and user awareness.

Project Architect, *Anand & Associates*
2019 – 2022
- Developed immersive 3D models and narrative presentations that helped clients evaluate user 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 with consultants and contractors to ensure continuity of design intent through execution.

Architectural Intern, *Anand & Associates*
2017
- Supported residential, commercial, and industrial projects with a focus on comfort, accessibility, and functional clarity.
- Prepared visual presentations and concept diagrams to communicate design intent to non-technical stakeholders.
- Conducted field research and site documentation to inform evidence-based design decisions.

PROJECTS

Karnataka Chitrakala Parishath, Mobile App, *| 2025*
A digital companion that enhances art discovery and visitor engagement for a public art museum in Bangalore.

WannaDOO!!, Mobile App, *| 2025*
A behaviour design app that transforms idle moments into intentional, rewarding micro-activities.

Architectural Design, *| 2019 – 2024*
Nilah Managed Estates: *Weekend homes & estate planning*
JSW Renewables Township: *Large residential township*
ITC Sandila: *Administrative building and façade design*
Favorich Industrial Park: *Master planning and development*
Accessibility for ITC Facilities: *Proposed guidelines*