

Sana Goel

UX/UI Product Designer

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Education

2023 – present

Simon Fraser University

Bachelor of Arts in Interactive Arts and Technology

CGPA = 3.52

Skills

- Figma
- Photoshop
- Illustrator
- Indesign
- Premier Pro
- After Effects
- HTML/CSS
- Autodesk Maya

Employment

Sept 2025 - Present

Product Designer

[SFU Blueprint for Richmond Poverty Reduction Coalition](#)

- Conducting user research interviews, creating user flows and doing secondary research; to guide the design improvements which ensured accessible UI and intuitive user flows.
- Led the redesign of the website and membership portal by creating style guides, wireframes, and prototypes for development, resulting in improved usability, accessibility, and user engagement.

Aug 2025 - Present

Marketing Design Coordinator

[SFU Ascend](#)

- Created visually engaging content for Instagram, LinkedIn, and newsletters that aligned with Ascend SFU's branding, strengthening the organization's online presence and engagement.
- Collaborated in team meetings to conceptualize creative ideas and refine campaign visuals, enhancing the consistency and quality of Ascend SFU's marketing materials.

Jul 2024 - Aug 2024

Creative Intern

[Leo Burnett](#)

- Developed visual concepts for ad campaigns by creating posters and mock-ups in Photoshop and Illustrator, supporting persuasive client pitches and driving stronger audience engagement.
- Developed and presented social media concepts for IKEA India based on research and ideation, while assisting on set to support execution and expand the campaign's social media presence.

Academic Projects

March-Apr 2025

Art Direction and Web Design - Jazzdor

- Re-branded Jazzdor music festival by developing a cohesive art direction, using research about the festival, its audience and interactions the resulting design fit the festivals needs and goals.
- Designed a website prototype using Figma and Adobe Creative Cloud that aligned with the new art direction, incorporating intuitive interactions and layouts that prioritized user engagement and effectively communicated information through visuals.

Feb-March 2025

Interaction Design - Got Craft

- Worked on the interactions by conducting in-depth research into the goals, and operations to identify and frame a key problem area, then applying interaction design skills to rework it.
- Reworked the brand's focus areas through visual storytelling and user-centred design, creating a Figma prototype to demonstrate and implement the changes.