

# Gaurang Goel

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## EDUCATION

**B.S. in Computer Science (Human-Computer Interaction Concentration)**

Dec 2023

**B.A. in Design**

Cumulative GPA: 3.7

Honors: Dean's List, Academic Excellence Scholarship

*The University of Texas at Dallas (UTD)*

Dallas, TX

**Grow with Google - UX Design Certificate, Google**

Jul 2022

## EXPERIENCE

**UX Design Intern, Nutanix Inc.**

Jun - Aug 2023

- Collaborated with a cross-functional team of 10 to conduct user research and testing, redesigning the Capacity Planning and Runway pages in Prism Central; leading to a 15% improvement in user engagement
- Spearheaded 40 design review sessions involving 20 stakeholders, which led to the implementation of 10 high-impact design enhancements, including optimizations for accessibility and usability
- Led a 9-member interdisciplinary team in a week-long hackathon, crafting the user experience for Nutanix Intelligent Assistant; achieved first place with an aim to enhance user engagement and product discovery
- Orchestrated the UX design for an intuitive in-app purchasing user flow within Prism Central, utilizing heuristic evaluations and user journey mapping, resulting in a 20% increase in in-app purchases

**User Experience Design Intern, Symbolic Inc.**

Jan - May 2023

- Conducted a comprehensive evaluation and redesign of an existing application, resulting in a 31% improvement in user satisfaction
- Implemented the design thinking process, including user research, interviews, and a user testing plan for 3 projects, resulting in an 80% reduction in user pain points and an improved overall user experience
- Collaborated closely with a cross-functional team of 20+ members to ensure technical feasibility and compliance with project requirements, resulting in a 95% success rate for design solutions implemented

**UX Design Intern, Corsair Gaming Inc.**

May - Aug 2022

- Redesigned the Gamer Sensei website across multiple platforms (Web, Android, iOS) using Figma, improving the user experience for 50,000+ active users and resulting in 16% more sales by volume
- Created visual design for a new email campaign, reaching 10,000+ subscribers, in conjunction with the marketing and web development teams, improving the conversion rate by 23%

**Social Media and Technology Assistant, UTD**

Feb - Dec 2022

- Revamped the International Center website by establishing an expandable design system in Figma, while collaborating with the International Center Staff; increased User Satisfaction by 21%

**Graphics, and Motion Designer, Freelancer**

Aug 2018 - Aug 2021

- Designed 1200 advertisement flyers and 100 3D animations with over 92% customer satisfaction rate

## PROJECTS

**YouTube, but better | UI/UX Case Study | Figma | Adobe Photoshop | Adobe Illustrator**

- Redesigned YouTube for web and mobile to improve the aesthetic design and introduced new horizons
- Achieved a 96% NPS with 2 rounds of moderated usability testing and 3 rounds of wireframe iterations

**Google Ride | UI/UX Case Study | Figma | Adobe Photoshop | Adobe Illustrator**

- Conceptualized a ride-booking app featuring self-driven cars that allow users to schedule rides easily
- Managed the project utilizing the agile development framework to assure efficiency and quality delivery

## LEADERSHIP AND INVOLVEMENT

**Social Media Coordinator, UTD Esports**

Jan 2022 - Present

- Launched a social media campaign, reaching 10,000+ followers, raising the active users by ~17% and followers by 68% in 2 months

## SKILLS

**Design Softwares**

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Figma, Sketch, InVision, Axure

**UX Design**

Information Architecture, User Research, Personas, Wireframing, Storyboarding, Visualization, Prototyping, Sketching, Surveying, User Testing, Responsive Web

**Programming Languages**

C++, Python, C, Java, SQL, HTML, CSS, Javascript, JQuery

**Collaboration**

Agile Development, Monday, Asana, Slack