ANURAG GOYAL

User Experience Designer

Portfolio. www.anuraggoyal.com   **Email.** anugoyal@iu.edu   **Phone.** (317) 772 4222

WORK EXPERIENCE

Interaction Designer - Huntington National Bank   Feb 2018 - Present

- Ideated, designed, and prototyped new features and UX enhancements across the web and mobile platforms by considering competitive analysis, user needs, feedback, site metrics and usability findings.

UX Designer - Roche Diagnostics   Feb 2017 - Dec 2017

- Conceptualized and designed a website called Knowledge Portal, intended to communicate research insights, findings and team's offerings to the organization. Performed A/B testing, in-person and remote user testing to validate the interaction flows and prototypes.

- Created journey maps and personas after conducting user research on CDEs, and patients with Type 1 & Type 2 diabetes to find ways to make the patient's life better.

UX Design & Research Assistant - Indiana University   Jan 2016 - Dec 2017

- Led the design and research of a web and tablet-based tool called LungTalk, aimed at improving the shared decision-making process in lung cancer screening decisions.

- Collaborated with product managers, designers, and developers to design intuitive features for over 6 web and mobile applications and validated them with interactive prototypes.

UX Design Volunteer - Longsight INC.   Jan 2017 - Dec 2017

- Introduced gamification and redesigned Sakai Wiki tool to encourage collaboration and participation among students and ensure better accessibility and usability. Brainstormed and improved task flows and information architecture and delivered interactive mockups.

UX/UI Engineer - Tata Consultancy Services   Mar 2012 - Jan 2016

- Led UI development teams; collaborated with cross-functional teams and followed agile methodologies to deliver low/high fidelity mockups for several industrial clients.

- Designed accessible web and mobile (iOS and Android) applications adhering to WCAG 2.0 and UX standards which raised customer satisfaction index by 9-12%.

Entrepreneur UX Engineer - Insignia Web & Marketing   Jan 2011 - Feb 2012

- Founded and operated a successful design & marketing firm; facilitated the growth of new business and identify opportunities for web design and marketing to increase the number of clients and revenue.

EDUCATION

MS in Human-Computer Interaction - GPA - 3.95/4.00   Dec 2017
Indiana University, Indianapolis, IN

B.E in Information Technology   May 2011
Rajiv Gandhi Prodyogiki Vishwavidyalaya, India

SKILL SET

Design

Prototyping
Wireframing
Storyboarding
Sketching
Journey Mapping
Info. Architecture
User Flows
Visual Design

Research

Contextual Inquiry
Personas
Usability Evaluation
Heuristic Evaluation
Cognitive Walkthrough
Competitive analysis
A/B Testing

Tools

Sketch
Axure RP
InVision
Principle
Illustrator
Photoshop
Adobe XD
OmniGraffle

Web Development

HTML5, CSS3
Responsive Web Design
Bootstrap, LESS, SASS
JavaScript, D3JS