



Kashvi Goel

User Experience Designer

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EDUCATION

B.Des in Fashion Communication	NIFT Mumbai	2018-22	9 CGPA
CBSE - Class XII (Science Stream)	APEEJAY Delhi	2018	92%

SKILLS

User Research	Interface Design
Design Thinking	Interaction Design
Wireframing, IA	Branding & Packaging
Prototyping	Illustration

TOOLS

Figma	Indesign	Premier Pro
XD	Illustrator	After Effects
Procreate	Photoshop	Maze
Miro	HTML, CSS	Dovetail

ACHIEVEMENTS

Winner of UX Design-a-thon event conducted by TATA CLiQ and Imagine XP . My UX case study on career guidance won first prize | [Read ↗](#)

Selected by my college to work on a project to design a platform for use by the NIFT Mumbai community for sharing their work online

Led the team that won 1st prize for installation design on the theme of "Revival Remix" at the college fest - Spectrum | [View ↗](#)

VOLUNTEER WORK & LEADERSHIP

Girl Up Inaara | PR & Graphics Volunteer

Graphics for social media & ideas for campaigns

Spoken Fest 2020 | Volunteer

Managing the volunteer team for the two day fest

Special Olympics Bharat | Youth Leader

Events & induction workshops for more awareness

EXPERIENCE

Jio Platforms Limited | UX Designer

Sept 2022 - Present | 1+ year

- Redesigned buying journey of AJIO Business (B2B e-commerce app) to enable seamless purchase. Conducted user & field research to uncover insights, identified gaps, designed and tested the solution.
- Built the product detail page (PDP), bespoke, cart and customisation feature for launch of MVP of 'Swadesh' - an artisan centric luxury handicraft buying platform

TATA CLiQ | UX Design & Research

Jan 2022 - June 2022 | 6 months

- User research synthesis and UI redesign to enhance the watch buying experience for luxury buyers
- Navigation revamp to re-prioritise touch points, improved KPIs and promoted exploratory journeys
- Conceptualising and planned the look and feel for a the new-age, virtual store for electronics
- Set up 'CLiQ Ambassadors programme' for research insights by leveraging internal stakeholders
- Worked on design system for Palette (beauty app)

TACTOPUS | UI/ UX & Visual Design Intern

May 2021 - Aug 2021 | 3 months

- Tactopus Connect Web App - Linking parents with special educators & automating the session booking process (Chat, profile, multisession booking modules)
- IA, user flows & wireframing for the website redesign
- Fulfillment of the everyday marketing graphics need

SLAM OUT LOUD | Graphic Design Intern

Feb 2021 - April 2021 | 2 months

Worked on creating engaging social media content during the online fundraiser event. Designed posts, merch, goodies, emailers, videos & animations.

L & K Saatchi | Design Intern

July 2019 | 1 month

Designed print ads, brochures, packaging, ad scripts and store displays for KENT, Nutrilite, Humdard