Vidushi R Goel

Product Designer and User Researcher

Product Designer and User Researcher with a background in digital marketing, bringing 4+ years of end-to-end design experience, translating user insights into actionable design strategies. Skilled in effective team collaboration and complex problem-solving, merging technical functionality with data-driven inclusive design.

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EXPERIENCE

Product Designer
Mar 23 – May 24

Healthper I Remote, TX

A wellness app that maximizes health and safety engagement through AI-backed, personalized well-being programs, offering customizable solutions for employers.

- Collected and analyzed user feedback from over 100 participants through usability tests, surveys, and interviews, leading to deep user insights for design decision making.
- Collaborated with cross-discipline stakeholders to define the vision and strategy for product innovation, creating user personas and journey maps to guide the AI feature integration.
- Enhanced product market fit by conducting a competitive analysis of 5 key competitors to assess the current UI functionality informing design decisions.
- Performed heuristic evaluation and delivered design recommendations to enhance the landing dashboard's usability by identifying changes and prioritizing features.
- Introduced tools like Miro, SurveyMonkey and Figma for interactive prototyping and collaboration, enhancing creativity and efficiency in the design processes reducing 30% effort.

Digital Marketing Associate
Aug 22 – Aug 23

The New School I Remote, NY

Graduate part-time student worker at The Schools Of Public Engagement. Assisted Prof. Joseph Heathcott and collaborated with senior director of communications, Timi Lewis.

- Managed 3 departmental websites using Wix ensuring timely updates, functionality, optimized layout and content along with digital communications using MailChimp for email marketing.

Product Designer
Aug 21 – Jul 22

PwC I Remote, India

PwC's BXT Department is a digital product innovation solution that creates compelling, differentiating customer experiences to help clients win and retain customers.

- Spearheaded a team of 10 to redesign the Reserve Bank of India's digital platform, delivering 50+ websites and a mobile app in 30 weeks, improving usability and responsiveness.
- Interviewed 15 users, conducted heuristic evaluation, designed information architecture, and created high-fidelity wireframes to establish UX/UI standards for all digital products.
- Developed a WCAG compliant inclusive design system, defining guidelines, accessibility

SKILLS

Design & Innovation

- User Interface Design
- User Experience Design
- User Centered Design
- Prototyping & Wireframing
- Accessibility Compliance
- Design Systems
- UX/UI Guidelines & Standards
- User Journeys & Personas
- Content Optimization
- Responsive Design
- Interaction Design
- Instructional Design
- Visual Design

Leadership & Strategy

- Project Management
- Team Management
- Conflict Resolution
- Design Workshops
- Communication
- Complex Problem-Solving
- Client Presentations
- Creative Strategy
- Product Strategy
- Marketing Strategy
- Analytical Thinking
- Agile Methodologies
- Cross-collaboration
- Storytelling

compliance, and responsiveness across all product features using Adobe XD.

- Collaborated with strategy and engineering teams to ensure design consistency and seamless integration, resulting in 35% increased product quality and reduced overall development effort.
- Facilitated remote design sprints, workshops, and A/B testing to ideate and prioritize features, ensuring optimal interface and content, resulting in a NPS of 55.
- Guided a team of 6 designers in creating over 2,000 minutes of learning experience content on Articulate360, showcasing skills in interaction design, instructional design, project management, and navigating ambiguity.

Product Designer
Sep 20 – Dec 20

Creative Mischief I Remote, GA

Creative Mischief is a digital agency dedicated to building unique, thoughtful, and award-winning creative solutions for companies, business owners, and communities.

- Delivered a visually compelling and responsive website for a non-profit, Street Grace, enhancing usability, 10% lower bounce rates and 35% higher CTR.
- Collaborated with cross-functional teams to run user feedback sessions, resulting in a 25% increase in design innovation and a 15% increase in design efficiency.
- Revamped LBMS's brand identity and web presence by analyzing 20 non-profits and conducting 17 stakeholder interviews, raising over 50,000 GBP in its first year.
- Managed the end-to-end content creation process for the NGO, resulting in a 30% increase in organic traffic and a 20% improvement in volunteer sign-ups.
- Redesigned the information architecture of the mobile responsive website, resulting in a 20% faster user task completion and a 15% increase in returning visitors.

Digital Marketing Manager
Feb 20 – Aug 20

Showroom Fifty I Brooklyn, NY

Showroom Fifty is a holding company for five children's wear brands, offering high-quality underwear, daily wear, and formals for the Jewish market in North America.

- Transformed 3 brands from B2B to D2C ecommerce platforms on Shopify and Amazon, managing visual design, digital marketing, creative strategy, and UI/UX design.
- Conducted user research to develop personas and journey maps, reducing user confusion by 30% and increasing user satisfaction by 20% through optimized flows.
- Designed high-fidelity interactive prototypes on Figma, tailored to the key demographic of parents, resulting in reduced development time and increased design accuracy.
- Ran usability tests to offer faster checkouts, leading to a 15% increase in AOV, a 10% boost in conversion rates, and a 20% decrease in cart abandonment rates.
- Utilized Google Analytics and A/B testing to continually assess and refine website performance, lowering bounce rates by 20%.

Digital Marketing Associate
Sep 18– Dec 19

New York University I Remote, NY

Global communications and marketing events at the Office of Global Inclusion, Diversity and Strategic Innovation and the Student Health Center.

User Research

- Qualitative Research
- Quantitative Research
- Competitive Audits
- Market Research
- Usability & A/B Testing
- Interviews & Surveys
- Ethnography & Diary Studies
- Digital Analytics & Metrics
- Contextual Inquiries

Technical Tools

- Figma, InVision, Sketch
- Adobe XD, Adobe CC
- Miro, Mural, FlowMapp
- Google Analytics, Forms
- ChatGPT, Google Gemini
- SurveyMonkey, Typeform
- HTML, CSS and JavaScript

EDUCATION

Parsons School of Design
MPS in Digital Product Design

- GPA 3.6/4
- 75% Merit Scholarship

Aug 22 - Jan 24 I New York, NY

New York University
MS in Integrated Marketing

- GPA 3.8/4
- Digital Marketing & Analytics

Aug 18 - Dec 20 I New York, NY

Parsons School of Design
BBA Strategic Design & Management

- GPA 3.5/4
- Dean's List & BFA Scholarship
- Minor: Fashion Communication

Aug 13 - May 17 I New York, NY

- Redesigned OGI's website with improved information architecture and content optimization using NYU's content management system and design system guidelines.
- Managed a team of two editorial interns to produce digital content and increase student traffic to the website.
- Undertook research projects on global inclusion and diversity initiatives in the education industry to create and implement policies at NYU and strategically partner with global brands and companies like Walt Disney Imagineering.

Creative Strategy Apprentice
May 18 – Jan 19

MullenLowe Lintas Group | Gurugram, India

MullenLowe Lintas Group is a leading creative agency known for its innovative advertising solutions and strategic brand communications.

- Conceptualized 360° advertising concepts and marketing strategies, visual designs, TVCs, packaging, print and digital ads, social media content, and campaign ideas for 15+ brands, including global names like Google, Jameson Whiskey, and GoDaddy.
- Successfully executed YouTube bumper ads and digital activation campaigns for Google Shopping, achieving over 92 million views.

Digital Marketing & Ecommerce Intern
Feb 17 – Apr 17

Edie Parker | New York, NY

A luxury brand known for its distinctive, colorful acrylic handbags and accessories, celebrated for playful, vintage-inspired designs and high-quality craftsmanship.

- Optimized the e-commerce experience boosting user engagement and online sales by enhancing website UI, managing content updates, and creating digital assets.
- Assisted in increasing brand awareness through producing social media content and sharing celebrity coverage, while maintaining inventory for both store and online platforms.

Sales and Merchandising Intern
Aug 16 – Dec 16

Oscar de la Renta | New York, NY

A renowned fashion house, known for its luxurious and sophisticated clothing, including haute couture and evening wear, celebrated for its exquisite craftsmanship and timeless elegance.

- Supported sales and merchandising in childrenswear and home departments, generating buying orders, facilitating trunk shows, and establishing global retail partnerships.
- Conducted consumer research, trend analysis, and created presentation decks. Assisted during NYFW with sample management and organization.

Digital Marketing & Ecommerce Intern
Mar 16 – May 16

Etienne Aigner | New York, NY

A luxury brand established in 1950 in Munich and NYC, known for its high-quality leather goods, including handbags and accessories, featuring classic designs and meticulous craftsmanship.

- Managed website content and updates, designed page layouts, and created product descriptions, managing the CMS.

CERTIFICATES

School of Visual Arts
User Experience Design
Jun 21 - Aug 21 | Remote, NY

Stern School of Business
Digital Marketing And Innovation
Aug 19 - Dec 19 | New York, NY

Rutgers State University
Corporate Social Responsibility
Dec 17 - Jan 17 | Remote, NY

Central Saint Martins, UAL
Fashion Communication
Jul 16 - Aug 16 | London, UK

Parsons Paris
Design Thinking
Aug 15 - Dec 15 | Paris, FR

PUBLICIATION

We Are One
The One Club for Creativity
Featured artist in the UPFRONT Media digital billboard and social media creative activism campaign against racism showcasing artwork across New York City.
Sep 21 | New York, NY

VOLUNTEERING

Teaching Volunteer
PwC India Foundations
Conducted 10+ virtual sessions to empower underprivileged women in, focusing on skill and personality development.
Aug 21 - Jun 22 | Remote, India