ANURAG GOYAL
Lead User Experience Designer

Portfolio. www.anuraggoyal.com

Email. anurag.goyal1490@gmail.com

Phone. (317) 772 4222

WORK EXPERIENCE

Lead UX Designer - Huntington National Bank
Feb 2018 - Present

- Leading UX design team for Commercial Lending and Foreign Exchange trading platform. Working closely with cross-functional teams and vendors to ensure delivery of usable and accessible mobile and web products.

- Led and designed Business Account Origination projects for both enterprise and customer facing platforms from scratch. Resulted in ~80% time efficiency for business accounts originated in branch and achieved ~15% of net new accounts opened online.

Product Design Intern - 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 design decisions.

- Created journey maps and personas after conducting user research with Certified Diabetes Educators (CDEs), and patients with Type 1 & Type 2 diabetes to map pain-points in a life of a diabetic patient and find ways to make their 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.

Product 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.

UX Designer - Tata Consultancy Services
Apr 2013 - Apr 2016

- Worked closely with engineers, product managers, and client partners on several design projects for leading international clients from Baking and Finance, Retail and the Healthcare industry.

UX/UI Engineer - Tata Consultancy Services
Mar 2012 - Apr 2013

- Led UI development teams, conducted workshops and mentored more than 100 UI developers for Connected Marketing Solutions group at the company; the goal was to make them project ready and improve their front-end development skills.

Founder & Developer - 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
Dec 2017 (GPA - 3.95)

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

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

Tools

Sketch, Axure RP, Figma, InVision, Principle, Adobe XD, OmniGraffle, Photoshop

Web Development

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

PUBLICATION

Carter-Harris L, Comer RS, Goyal A, Vode EC, Hanna N, Ceppa D, Rawl SM. Development and usability testing of a computer-tailored decision support tool for lung cancer screening: Study protocol. JMIR Res Protoc. 2017;6(11):e225. PMID: 29146565. doi:10.2196/resprot.8694