

Himanish Goel

UX Strategist & UI/UX Designer

CONTACT

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BRANDCENTER EXPERIENCE - AUGUST 2023 - PRESENT

Robinhood

Conceived strategy, researcher and UX design for a financial product targeted for Gen Z. The targeted audience feels investing is for people in suits and not tracks. Defined brand messaging, conducted in-depth product research, and created prototypes that aligned with Gen Z values. Focused on designing an inclusive platform that democratizes investing, making it accessible to all users.

Foot Locker

Led UX research and strategy for struggling retail brand based on user research, company and industry analysis; created brand positioning strategy

Redesigned digital and store experience by integrating personalized recommendations, exclusive sneaker drops, and community-driven engagement

Created wire frames, mobile app, produced campaign ad and user interface

HSBC Bank

Developed an innovative feature for HSBC's international money transfer system by proposing the HSBC Wallet for faster, seamless transactions. Created a comprehensive strategy, designed wireframes, and developed a mobile app interface to support the feature. Led the production of a campaign ad to promote the feature and ensured a user-friendly interface for enhanced customer experience.

Spotify Room Tone

Led transformation of Room Tone concept into an immersive music discovery platform
Spearheaded UI/UX design process from ideation to execution, ensuring seamless interaction and captivating visuals on Figma.

Collaborated with the team in storyboarding and filming real-life scenarios, for fostering deeper connections through music.

InnovatEDFund (What If?)

Led the transformation of Richmond's education landscape fostering creativity and possibility while bridging the Imagination Gap in public schools.

Played a pivotal role in crafting website and mobile app UI/UX mockups on Figma, ensuring impactful content delivery and user-centric design.

FULL TIME TECHNOLOGY EXPERIENCE

Accenture, Tech Delivery Arch Analyst, 2021- 2023

Collaborated on multiple projects with external teams based on client initiatives and priorities

Developed questionnaire survey for product roadmap; created moodboard for data collection; assisted in new product launches; identified customer requirements and defined future involving process and systems design.

EDUCATION

VCU Brandcenter, Class of '25
M.S. in Business / Branding – Experience Design

VCU Brandcenter, Class of '21
B.S. in Business Administration – Information Systems

SKILLS

Prototyping

Wireframing

Design Thinking

Interaction Design

UI/UX Research and Design

Human Centered Design

TOOLS

Figma

Adobe CC Suite

Google Suite

Microsoft Suite

Canva

Miro & Mural

RESEARCH

User Interviews

Data Analysis

Comparative Analysis

Usability Testing

Contextual Inquiry

User Survey

ASK ME ABOUT

Workouts

Filmmaking

Podcast shows

Audiobooks

Mindfulness

