

VIDHI GOYAL

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SUMMARY

Strategic UI/UX & Product Designer with 2.7 years of experience in designing SaaS platforms, dashboards, and mobile experiences. Proven track record of delivering user-centered solutions that enhance usability, consistency, and business outcomes. Passionate about blending product thinking, motion, and AI to create next-generation digital experiences.

SKILLS

Product Design: Product Design, Product Thinking, Product Discovery, UX Strategy, Design Thinking, Feature Prioritization

UX Research: User Research, User Interviews, Journey Mapping, User Personas, Information Architecture, Task Flows, Usability Testing, Heuristic Evaluation, A/B Testing

Interaction & UI: Interaction Design, Wireframing, Prototyping, Responsive Design, Accessibility (WCAG), Visual Design, Design Systems, Design Tokens, Component Libraries

Tools: Figma, FigJam, Framer, Adobe XD, Photoshop, Illustrator, Miro, Notion

AI & Motion: ChatGPT, Gemini, Claude, Figma AI, Motion Design, Micro-interactions, Lottie, Rive

Collaboration: Developer Handoff, Cross-functional Collaboration, Agile, Stakeholder Management, React.js, HTML, CSS

EXPERIENCE

Kuvaka Tech Pvt. Ltd. | Indore, India | Dec 2025 – Jun 2026

- Led the end-to-end UX design of SaaS and AI-powered products by transforming business requirements into user flows, wireframes, prototypes, and high-fidelity interfaces, improving workflow clarity and accelerating task completion, while collaborating with Product Managers, Developers, and Business Stakeholders.
- Integrated AI-assisted design workflows using ChatGPT, Gemini, and Figma AI to streamline research, content structuring, and rapid prototyping, reducing design turnaround time by 30%+, while partnering with cross-functional product teams.
- Established scalable design systems and reusable component libraries through standardized UI patterns and developer-ready specifications, improving design consistency and implementation efficiency, while working closely with Engineering teams.

Startappss Systems Pvt. Ltd. | Indore, India | Feb 2025 – Dec 2025

- Architected the UX and frontend experience for an HRMS platform serving 200+ employees by redesigning onboarding, dashboards, and workflow-driven interfaces, improving onboarding efficiency by 30%, while collaborating with HR teams, Developers, and Business Stakeholders.
- Engineered responsive UI components using React.js and Tailwind CSS through component-based development and mobile-first design principles, increasing user satisfaction by 35% and reducing mobile bounce rates by 25%, while working alongside Frontend Engineers.
- Optimized platform usability by refining user journeys, reusable UI patterns, and design systems based on stakeholder feedback, creating a more consistent and scalable product experience, while partnering with Product Owners and Development teams.

Softinator Technologies Pvt. Ltd. | Indore, India | Nov 2023 – Dec 2024

- Delivered 50+ high-fidelity web and mobile interfaces by translating business requirements into intuitive user experiences, strengthening usability and product adoption, while collaborating with Product Managers and Developers.
- Validated design decisions through user interviews, stakeholder workshops, usability evaluations, and competitor research, enabling informed product improvements, while working with Business Stakeholders and End Users.
- Built scalable design systems and shared component libraries across multiple products, reducing design inconsistencies by 60% and accelerating design-to-development workflows by 40%, while partnering with Engineering teams.

EDUCATION

Acropolis Institute of Technology and Research

Bachelor of Technology in Information Technology

Nov 2021 – Jun 2025

Indore, Madhya Pradesh