

# Atishay Goyal

Product Designer • Delhi, India • Portfolio: [atishaydesign.com](https://atishaydesign.com)

## Summary

Product designer with over 12 years of experience delivering user-centered solutions, driving digital transformations, and simplifying complexities through thoughtful design and collaboration.

## Experience

### iContainers & Shipa Freight

Head of User Experience

UAE & India

Sep 2018 - Present

- Increased conversion by 400% and retention by 210% through improved onboarding workflows and user research.
- Created a white-label design system adopted by 70+ partners globally, enhancing scalability and efficiency.
- Rebranded iContainers and migrated a 5,000+ page marketing website, achieving a 14% increase in conversion and 20% boost in traffic.
- Built and scaled a multidisciplinary team of designers across research, product, sales, marketing, and operations.

### Xebia

Sr. UX Consultant

India & Middle East

Jun 2016 - Sep 2018

- Designed enterprise solutions for the Crown Prince Court of Abu Dhabi, improving operational efficiency by 60% and reducing carbon footprint by 75%.
- Revamped a legacy mobile banking app for a leading Qatari bank, resulting in an 8% increase in digital transactions and improved user engagement.
- Provided strategic consulting to SpiceJet, McKinsey & Co., and Boston Consulting Group on a range of client-facing and internal applications.

### Mad N Creative Design Studio

Founder

India

Aug 2012 - Jun 2016

- Trained 500+ aspiring developers and designers in emerging technologies, catalyzing the foundation of my design studio while pursuing my graduation.
- Partnered with 40+ startups, providing diverse solutions in branding, digital transformation and design.
- Enhanced expertise in design, client management, recruiting, improving team dynamics and marketing, contributing to personal growth and success of the studio.

## Education

### Human Computer Interaction

MIT

Massachusetts, USA

Oct 2019

### B.Tech - Computer Science

ABESIT

Ghaziabad, India

Jun 2014

## Skills

### Design Skills

Research, Product Design, Service Design, Design System Management, Visual Communication, Design Ops

### Soft Skills

Design Thinking, Empathy, Problem-Solving, Adaptability, Curiosity, Leadership, Creativity, Communication, Collaboration

### Crossover Skills

Product Management, Business Acumen, UI Development, CRO, Digital Marketing, Sales and Operations Process Optimization

## Recognitions

### Voice of the Customer

CX Fusion

Sep 2024

### Top 20 Designers in India

SiliconIndia

Oct 2023

### Top 20 Design Studios in India

SiliconIndia

Jul 2018

## Others

### Hobbies

Gardening, Cooking, Interior Designing, Home Science, Social Volunteering

### Contact

+91-9650666495

[goyalatishay93@gmail.com](mailto:goyalatishay93@gmail.com)

[linkedin.com/in/goyalatishay](https://linkedin.com/in/goyalatishay)

### Looking For

Remote Roles, Hands-on Work, Growth-Oriented Responsibility, Real-World Problem Solving