



Atishay Goyal

Portfolio: atishaydesign.com

Product Design Leader · Simplifying Complexities

14+ years designing products across B2B, B2C and enterprise SaaS. I simplify complexities, build design teams and systems that scale, and own the outcome with product and engineering. Somewhere in my journey, **my job stopped being "make it look right" and became "make it happen"**.

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Design Leadership

Built and run a 14-person product team.

Customer Obsessed

Research and data drive every call.

Outcome Ownership

Accountable for every decision.

Cross-Functional

Research, sales, product, tech, ops and marketing.

EXPERIENCE

Head of Product Design & Experience

Sep 2018 – Present

iContainers, Agility Group · UAE, US & Spain · Remote

- Built and shaped the design team that has delivered 50+ applications across B2B, B2C and enterprise SaaS.
- Lead product design for a freight platform used in 40+ countries: online quoting, booking, order management, CRM and partner portals, while leading a team of 14 across design, product and engineering.
- Redesigned the online quoting experience through to booking, then shipped agentic email quoting: **85% faster time to quote**.
- Led conversion rate optimisation: 5,000+ page site rebuilt for 14% more conversion and **94% correct lead routing**.
- Designed a white-label partner portal for 70+ partners: **go-live cut from 40 to 7 days**; onboarded a USD 40B+ freight forwarder.
- Designed agentic solutions for email quoting, AP/AR reconciliation, real-time quote insights and rate data enrichment.

Senior UX Consultant

Jun 2016 – Sep 2018

Xebia · UAE & India · Onsite

- Crown Prince Court, Abu Dhabi: service design across departments and a revamped suite of enterprise apps; **60% faster processing**, 75% less paper.
- Redesigned Qatar Islamic Bank's mobile app: 8% more digital transactions, 70% fewer errors, 50% fewer drop-offs.
- UX consulting for SpiceJet, McKinsey & Co. and BCG, on client-facing and internal tools.

Founder

Aug 2012 – Jun 2016

Mad N Creative Design Studio · India · Remote

- Recognised as one of India's top 20 design studios; delivered for 40+ startups across design and digital marketing, and trained 500+ designers and developers.

“ Fall in ❤️ with **the problem**, not the solution.

| MY DESIGN MOTTO

EDUCATION

AI for Business

UPenn, Philadelphia · Ongoing

Design Thinking

IIT Bombay · 2025

Digital Leadership

IIM Ahmedabad · 2025

HCI for UX Design

MIT Boston · 2019

B.Tech, Computer Science

ABESIT · 2014

ACTIVE VISAS

- US, UAE, Schengen
- Travel-ready

SKILLS

Core Skills

- Product design
- UX research
- Service design
- Design systems
- Design ops
- Prototyping
- AI-assisted UX
- Conversational UI
- CRO
- Voice of customer

Soft Skills

- Leadership
- Design thinking
- Empathy
- Problem-solving
- Communication
- Collaboration
- Outcome ownership

Crossover Skills

- Product management
- Agentic workflows
- n8n
- Prompt engineering
- LLM evals
- Human-in-the-loop
- Vibe coding
- Gen AI tools
- Business acumen