

ADITI RAJ GOYAL

Design Strategy | Experience Design | User Research

Design professional who believes in the value of design-led approaches to drive meaningful change. Specialized in the design of business and research-driven methods that integrate design with business strategy, allowing for a holistic perspective that creates value-driven services accessible to all.

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EXPERIENCE

BUSINESS STRATEGY CONSULTANT – OIZOM

Consultant | Aug–Oct 2024

Conducted a comprehensive design audit for a Climate-tech startup, offering strategic recommendations on business innovation, organizational design, and future market positioning. Leveraged research-driven methodologies to identify gaps and optimize internal processes, aligning design strategy with growth objectives.

BUSINESS STRATEGY | PROCESS OPTIMIZATION | ORGANIZATIONAL DESIGN | MARKET INNOVATION

UX STRATEGY INTERN – MIND INC.

UX & Product Research | May–June 2024

Redesigned the user experience for a cuisine encyclopedia platform, improving information architecture and aligning UX flows with user behavior and business KPIs. Conducted user research, built personas, and mapped key functionalities to enhance platform usability and drive engagement.

USER RESEARCH | PRODUCT STRATEGY | USER-CENTERED DESIGN | BUSINESS ALIGNMENT

DESIGN EDUCATOR – BHANWAR RATHOD DESIGN STUDIO

Educator & Coach | Sept 2021 – June 2023

Facilitated design learning through project-based methods, mentoring students in design thinking, systems thinking, and creative strategy. Co-developed curricula to align academic training with industry practices and integrated process-driven learning models. Also managed and executed live fashion events with multi-stakeholder coordination.

EDUCATION STRATEGY | CURRICULUM INNOVATION | TEAM LEADERSHIP | EVENT MANAGEMENT

TEXTILE INTERN – GEE IMPEX

Textile & Apparel Design | Jan–May 2021

Developed two trend-aligned textile print collections for Ziyaa by integrating brand insights with market research. Strengthened product relevance and commercial alignment with evolving customer preferences.

MARKET RESEARCH | PRODUCT STRATEGY | DESIGN ALIGNMENT | BRAND POSITIONING

TEXTILE DESIGN INTERN – CHEER SAGAR EXPORT

Print Design | Nov–Dec 2020

Created textile print designs for export markets, enhancing product differentiation and contributing to the firm's global design portfolio. Focused on aesthetic-market alignment to meet buyer expectations.

DESIGN THINKING | EXPORT STRATEGY | PRODUCT INNOVATION | VISUAL STORYTELLING

EDUCATION

National Institute of Design (NID) – 2023– Present

Master of Design | 8.05 GPA
Strategic Design Management
Gandhinagar, Gujarat

National Institute of Fashion Technology (NIFT) – 2017–2021

Bachelor of Design | 8.2 GPA
Textile Design
Jodhpur, Rajasthan

SKILL SETS

Strategic Design
UX Design
Research Methodology
Service Design
Systems Thinking
Behavior Change Design
Social Innovation
Qualitative Research

TECHNICAL SKILLS

Figma
Miro
Adobe CC (Photoshop, Illustrator & Indesign)
MS office
Notion

CERTIFICATIONS

Coursera | Google
Google AI Essentials

RECOGNITIONS

ICORD 2024 Design Research-Shortlist

“Unveiling Night Shift Realities: Navigating Challenges Through Responsible Design”.

Times Fashion Week 2022

Mentored four groups for Times Fashion Week, Ahmedabad 2022, with two winning first and third prize