ADITI RAJ GOYAL

Design Research | Strategy | Service Design

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🌐 **Portfolio:** https://www.aditirajgoyal.in/

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EXPERIENCE

Amura Health Pvt. Ltd.   *June 2025 - Present*
Service Designer – Graduation Project

- Leading end-to-end **service innovation** integrating bio-rhythmic patterns and emotional insights, conducting **ethnographic research with 15+ Health Coaches** to connect service gaps to measurable business impact on engagement and retention
- Developing **service blueprints** and **user journey maps** mapping **20+ critical touchpoints** across frontstage-backstage operations to surface pain points
- Facilitating **co-design workshops** with cross-functional stakeholders to codify best practices into scalable training framework aligned with organizational systems
- Piloting with 8 HCs showing **30% improvement in communication effectiveness,** applying **strategic thinking** to connect service improvements to business goals, and enabling change through training playbooks for measurable impact

Oizom, Ahmedabad   *Sep-Oct 2024*
Design Researcher and Strategist

- Conducted comprehensive design audit utilizing **heuristic evaluation and stakeholder interviews** to assess business strategy, operational workflows, and design maturity, identifying 5+ strategic opportunity areas
- Synthesized audit findings through **affinity mapping** and SWOT analysis into actionable **strategic roadmap** for business model transformation and design-led innovation
- Delivered **strategic recommendations** report with prioritized initiatives that bridged organizational goals with user-centered design principles for sustainable competitive advantage

Mind Inc., Bangalore   *May-June 2024*
UX Design Intern

- Led UX design of cuisine encyclopedia platform through **user research, competitive analysis, and usability testing** to enhance information architecture and user engagement metrics
- Developed **evidence-based user personas, jobs-to-be-done frameworks, and task flows to define core functionalities** for dishes and recipes, aligning user needs with business KPIs
- Delivered **high-fidelity wireframes**, interactive prototypes, and design specifications informed by cognitive load principles, improving content discoverability and navigation efficiency

Bhanwar Rathod Design Studio, Ahmedabad   *Sep 2021–June 2023*
*Design Educator, **1.9 years work experience***

- Mentored **50+ students** in design fundamentals, design thinking methodologies, and creative problem-solving frameworks, building their conceptual and execution capabilities for industry readiness
- Contributed to **curriculum development** by integrating project-based learning, case study analysis, and participatory design workshops aligned with contemporary design practice standards
- Led **design thinking workshops and collaborative ideation sessions**, fostering student-centered learning environments that encouraged experimentation and innovation

Gee Impex, Surat   *Jan-May 2021*
Textile Design

- Developed two trend-forecasted textile print collections for Ziyaa brand through **market analysis and visual design research**, strengthening brand differentiation

Cheer Sagar Export, Jaipur   *Nov-Dec 2020*
Textile Design

- Created textile print designs for export portfolio through concept ideation and visual prototyping

EDUCATION

National Institute of Design (NID) - 2023- Present

Master of Design
Strategic Design Management
Gandhinagar, Gujarat

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

Bachelor of Design
Textile Design
Jodhpur, Rajasthan

Major in Textile Design and minor in Fashion Design

SKILL SETS

Strategic Design
Business Opportunity Identification, Design Thinking Facilitation, Service Design, User-Centered Problem Solving, Design Audit & Evaluation, Business Model Innovation, Training Framework Development, Systems Thinking, Organizational Design, KPI Mapping

Research Methodologies
Usability Testing, In-depth Interviews, Generative/ Validative Research, Concept Testing, Ethnography, Focus Groups, User Personas & Journey Mapping, UX Benchmarking, Behavioral Pattern Analysis, Data Synthesis, Insight Frameworks, Experience Metrics

Research Instruments
Proposals, Screeners, Discussion Guides, Remote Research & Testing Tools

Service Design
Ideation & Conceptualization, Service Blueprint Creation, Product/Service Lifecycle Management, Experience Design for Digital Products, Touchpoint Mapping, Communication Strategy Design

UX Design
User Experience Strategy, Interaction Design, Wireframing, Low-High Fidelity Mockups, User Psychology, Visual Design, UI/UX, Information Architecture

AWARDS & ACHIEVEMENTS

Mentored 4 groups for Times Fashion Week, Ahmedabad 2022, with two winning first & 3rd prize

TOOLS

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