

# ADITI RAJ GOYAL

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## EXPERIENCE

### Athena Infonomics

(Feb 2025 - Present)

Design Researcher

- Leading end-to-end research to assess AI readiness and adoption across **350+ MSMEs PAN India (textile, med-tech, pharma, electronics)**, contributing to the national IndiaAI Mission through AI readiness & Adoption assessment to provide systemic design intervention
- Designing and executing mixed-method research including **expert interviews (15-20), secondary research, and upcoming field ethnography, engaging MSME owners, industry experts, and ecosystem stakeholders to uncover systemic barriers to AI adoption**
- Mapping sectoral value chains, management decision flows, and MSME-government-technology provider ecosystems to identify **pain points and translate them into AI use-case opportunities grounded in real operational challenges**
- Contributing to the development of **AI readiness frameworks, adoption models, and strategic recommendations, synthesizing insights into actionable outputs including reports, toolkits, and stakeholder workshops/webinars to enable scalable AI integration across MSMEs**

### Amura Health Pvt. Ltd.

(June -Dec 2025)

Service Designer

- 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
- Delivered **Health Coach CRM Dashboards** effectively enhance service delivery of Amura.
- 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

## 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

## SKILLS

- Service Design
- Service Blueprint Creation
- UX Research
- Journey Mapping
- Design Research
- Systems Thinking
- Business Strategy
- AI Adoption
- Data Analysis
- Product Strategy
- Qualitative Research
- Quantitative Research
- Ethnography
- Interviews
- Human-Centered Design
- User Experience Strategy
- User Research
- Interaction Design
- Visual Design

## 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

## 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