VIKAS GOEL

Digital Product Designer | UX Researcher

Sr. UX Designer | Expedia Group   (Sep'18 - present)

Designing end to end experience for insurance line of business (LOB). The aim is to enhance confidence to book at Expedia and let users travel with greater peace of mind.

UX Designer | OYO Rooms   (Dec'16 - Aug'18)

Kryton 2.0. - Formulated product requirements and designed end to end a mobile app for in house on-ground operations team. After we released the product approx. 2000 rooms which could lead to bad customer experience were identified within a month. Observed +ve delta of 2% in NPS. Efficiency was also improved as avg. no. of rooms audited per visit increased to 4.3 from 3.

Hotel management system - Designed some of the core modules for tablet and desktop app. Also, designed the system to efficiently manage food orders which included an android app for food vendors.

Orbis - UX gatekeeper for android app for business developers (BDs). The new system improved the efficiency of BDs where 15% more properties got onboarded in the same time frame.

Product Designer | Grofers   (Jan'16 - July'16)

Designed mobile and web applications for both retail and marketplace ecosystems. Designed to optimise order processing, catalogue management among other processes.

Product Designer UX & UI | Housing.com   (Jun'15 - Nov'15)

- Designed the end to end experience for on field data collection team.
- Designed solutions to suggest and help users to refine their search.
- Usability testing for android app. Analysed videos to delineate usability issues and made suggestions to resolve them.

UX Design Intern | Microsoft, IDC   (May'14 - July'14)

Proposed a concept Android app for discovering amazing events near a user. Delivered the design concepts, UI and a prototype.

UX Design Intern | Robert Bosch Engineering & Business Solution Ltd., User Experience Studio   (May'13 - July'13)

Designed high-fidelity screens for a software tool, BODAS-Visual DC configurator & collaborated to incorporate user testing findings.

Education

IIT - Guwahati
Bachelors of Design
2011- 2015
CPI : 8.18

Skills

User Research
UI Design (Mobile and Web)
Usability Evaluation
Information architecture
Prototyping
Comparative Analysis
Animation
Quantitative Research
Inferential Statistics
Using omniture to analyse test results and hypothesis

Contact details

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Portfolio: **www.vikasgoel.com**