

# AISHANI GOEL

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## Professional Summary

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Product designer with 2+ years at Adobe turning behavioural insights into measurable product outcomes across onboarding, habit formation, and retention. Multidisciplinary background spanning UX, visual design, and building design teams from scratch - across enterprise software, fintech, and consumer brands.

## Experience

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Adobe

**Product Designer**

01/2025 - Present

**Associate Product Designer**

06/2023 - 01/2025

- Designed the Recap Framework - a behavioural intervention to surface accumulated value early in the subscription journey - informed by competitive analysis of Spotify, YouTube, Amazon, and Miro, and by identifying that 50% of trial users cancel within Days 0-2.
- Boosted 30-day retention by 1% and RMAU by 2.5% for ~20% of new paid users by redesigning the onboarding system across 3 shipped experiments, establishing a repeatable framework now used team-wide and now leading all onboarding experiences.
- Increased Week 1 repeat usage by 8.4% and Week 2-4 usage by 10% by designing a behaviour-led Home onboarding experience grounded in user research and habit-formation principles.
- Drove a 95% lift in PWA installs (44% click-to-install) by identifying progressive web apps as a key stickiness lever for web-first users and designing a targeted surface promotion.
- Lifted 2+ tools usage by 7.4% and document-open rates by 27.5% by removing post-task friction through an auto-open processed document experiment.
- Improved feature quality and UX consistency across core Acrobat workflows by redesigning components to align with Adobe's new UI system.

## Other Experience

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tbo.com

**Design Consultant**

01/2023 - 06/2023

Accelerated team capability by establishing the company's design team and user research practice from the ground up, and training the sales team in customer empathy frameworks.

Flossy Cosmetics

**Design Head**

01/2023 - 06/2023

Directed brand identity, social media design, and launch strategy for a consumer beauty startup, building the visual design language from scratch.

Kristal.AI

**Design Intern**

01/2022 - 06/2022

Reduced design-to-handoff friction by establishing UX processes and a systematic workflow for the product team; built the full website and application for a new product offering.

Delhi Skill Entrepreneurship  
University

**Freelance Designer**

10/2021 - 11/2021

Designed the student handbook of the academic year 2021-22

Management Development  
Institute

**Data Visualisation and  
Explainable AI Intern**

07/2021 - 08/2021

Made ML model outputs interpretable for non-technical stakeholders through data visualisation research covering real-life implementation of explainable AI.

Airbus India | India

**Design Intern**

05/2021 - 07/2021

Designed website and app wireframes, prototypes, graphic assets, and social media illustrations and animations.

## Projects

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- **UX Algorithm and Strategy** - User Research and Strategy Design - Research and strategy design exploring how pandemic-driven shifts in user behaviour demand new UX algorithms and interaction patterns.
- **unOkay - Venting and Mental Health Platform** - User Study and Service Design - Mental health and venting platform for Indian high school students; involved deep user research into teenage psychology and service design for safe emotional expression.
- **Cognitive Load while Learning & Teaching** - Independent Research Project - Independent research measuring cognitive engagement of teachers and students to identify efficiency improvements.
- **IRCTC Application Re-Design** - Research and Application Design - Analysed the existing app against user reviews to diagnose friction points and redesign the interface.

## Education

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Delhi Technological University - **Bachelor of Design** | 2023 | 8.8 CGPA

Director of Strategy & Innovation, Climb DTU · Treasurer, Inception Wave · Design Head, Global Youth DTU Chapter

Modern School, Barakhamba Road, Delhi - **Secondary School Certification** | 2019 | 93.4% - Science

House Captain · President - Physics Club (Illuminati) · President - Ikebana

University of London - **Machine Learning Certification** | 2021

## Skills

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**Design & Research:** Product design · Behavioural design · Onboarding systems · Hypothesis-driven experimentation · User research · Mixed-methods synthesis · Competitive analysis · Usability testing · Heuristic analysis · Information architecture · Figma · Adobe CC

**Data & Technology:** A/B experimentation · Data-informed design · ML fundamentals · Data visualisation · Explainable AI · HTML · P5.js · Vibe coding

**Leadership:** Design team building · Workshop facilitation · Cross-functional collaboration · Stakeholder storytelling · Design management