

PEEYUSH GOYAL

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EDUCATION

Carnegie Mellon University

Master of Product Development / May 2014

GPA : 3.96 / 4.00

Indian Institute of Technology Roorkee

Bachelor of Technology / May 2013

GPA : 8.617/10

PROJECTS

Wagd

[A product to monitor and reduce dog anxiety]

Capstone project / Spring 2014

Carnegie Mellon University

Research lead | Conducted exploratory research; identified an opportunity
Performed concept validation studies

Co-developer | Assisted in developing physical prototypes
Assisted in analyzing the product's cost

Crowdboard

[A novel whiteboard system for idea generation]

Graduate researcher / Protolab CMU / December 2013

Carnegie Mellon University

Research lead | Performed experimental design
Recruited participants, conducted lab studies
Analyzed findings; developed wireframes and mockups
Performed literature survey

SmartGo

[A smart measurement tool for physiotherapists]

Industrial Design Fundamentals / Fall 2013

Entrepreneurship Process Fundamentals / Fall 2013

Carnegie Mellon University

Research lead | Conducted interviews, contextual inquiries, ethnographic studies
Performed concept validation studies and usability tests

Co-designer | Developed paper mockups; conducted task analysis
Assisted in developing physical prototypes
Developed a high fidelity mockup

LEADERSHIP

Organizing Secretary, Cognizance

[Annual technical festival of IIT Roorkee]

December 2011 - March 2012

Indian Institute of Technology Roorkee

Planned and organized events at the departmental level

Managed and supervised a team of 30 students

Design Coordinator, Srishti

[An all India Techno-hobbies exhibition]

December 2010 - February 2011

Indian Institute of Technology Roorkee

Designed the visual identity

Recruited and managed a team of 7 designers from within the campus

WORKSHOPS

Expo PDI

[Workshop on Product Design & Innovation]

September 2012

Industrial Design Center, IIT Bombay

Key takeaways : Design thinking, human centric
product innovation, product forms and variations

SKILLS

Design

Task flow analysis

Paper mockups / High fidelity mockups

Wireframing

Prototyping

Storyboarding

Research

Contextual inquiry

Ethnography

Affinity diagramming

Experience mapping

Persona development

Technical

Adobe photoshop

Adobe illustrator

Adobe flash

Google sketchup

Techsmith morae

ADDITIONAL COURSES

Human Computer Interaction

May 2012 - July 2012

Coursera : a MOOC (online course) provider

Completed the apprentice track

Key takeaways : Rapid prototyping, principles
of visual design

Cartoon Animation

June 2010 - July 2010

Frameboxx - An animation institute in India

Learned the fundamentals of animation

Developed keyframe animations in Adobe Flash

INTERESTS

Playing table tennis

Conceiving visual music

Design strategy

Systems thinking