

# ESTÉE GOEL

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## EDUCATION

### Carnegie Mellon University

August 2020 - May 2024

B.S Human Computer Interaction &  
Economics

Minor in Design

## LEADERSHIP

### President & Team Captain — Carnegie Mellon Rowing

August 2020 - Present

- Led complete team rebranding, launched and piloted transition to NCAA varsity sport
- Expanded membership from 14 to 50+ , improved retention from 10% to 80%, and led the team to win 35+ medals.
- Tartan Crew Alumni Network Board member.

## SKILLS

### Software:

Figma  
HTML/CSS  
Javascript  
Adobe CC  
Miro  
Python  
R/RStudio  
AutoCAD

### Design:

Product Design  
User Research  
Prototyping  
Wireframing  
Usability Testing  
Design Systems  
Information  
Architecture  
Storytelling

### AI Tools:

Figma Make  
Gemini  
ChatGPT  
Copilot

### Other:

Client Relations  
Team Building  
Illustration

## SELECTED EXPERIENCE

### Product Design Engineer — Worthy

February 2026 - Present

- Leading product design for an AI-native financial planning platform from 0→1, partnering with founders to define UX strategy, product direction, and design infrastructure.
- Designing intuitive interfaces for complex financial advisor workflows at the intersection of AI and tax planning — translating high-stakes, ambiguous processes into clear, scalable product experiences.
- Bridging design and frontend to ship features end-to-end, accelerating iteration in a fast-moving startup environment.

### UX & Design Engineer — Stack Sports

February 2025 - January 2026

- Owned UX and product design for the RegattaCentral ecosystem, spanning new feature development and platform-wide improvements across web and mobile.
- Delivered LiveTrack for HOOCR, enabling in-boat video and real-time location for 12,000+ athletes and 400,000+ spectators, enhancing event engagement.
- Designed and launched World Rowing Athlete Connect for 3,200+ masters athletes.
- Leveraged AI tools for synthesis and rapid prototyping, reducing iteration time by 30%.

### UX Consultant — Etail Solutions

October 2024 - January 2026

- Modernized a 15+ year legacy Microsoft platform into a streamlined WebUI for 50+ enterprise clients, improving usability and contributing to 29% revenue increase.
- Introduced Figma as sole designer, establishing a standard company-wide design system.
- Reduced customer support tickets by 15% and improved onboarding efficiency through training and automation.

### Founder — EST. Creativ

April 2020 - Present

- Built a creative studio producing custom artwork and brand design, tripling monthly sales via social and referral networks.
- Delivered brand kits, visual systems, and social content for 10+ organizations, increasing online engagement by 50%.

### UX Designer — Nor Design

January 2024 - May 2024

- Redesigned archive interface and architecture, introducing interactive discovery tools (Serendipity Mode, Timeline, Map) for richer exploration and accessibility.
- Led prototyping and testing; project recognized as top 2 of 11 for innovation, usability, and impact.

### Design Intern — SBLD Studio

May 2023 - August 2023

- Designed lighting concepts for the Wells Fargo CIC courtyard, improving projected visibility by 40%