

PINKY GOHIL

Associate Principal of Design | Design Leadership | Product Design | Data Visualization
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SUMMARY

Design leader with 10+ years across product design, UX, brand, content and video. Built the design function at NeenOpal, a data and analytics consultancy, from 1 to 15 people across UI/UX, graphic design, content and SEO, and led design for two SaaS products from zero: Mokkup.ai (250K+ users) and GAFix.ai. Specialize in data-heavy products and BI tools, user research, and cross-functional work with engineering and leadership, building teams that ship quality work without depending on one person.

CORE SKILLS

Design Leadership; Team Building and Hiring; Design Operations; Cross-functional Collaboration; Stakeholder Management; Product Strategy; 0-to-1 Product Design; UX Design; UI Design; User Research; Usability Testing; Prototyping; Information Architecture; Interaction Design; Design Systems; Data Visualization; Dashboard Design; AI Product Design; Brand Identity; Content Strategy; SEO; Photography and Video

EXPERIENCE

Associate Principal of Design | NeenOpal

Pune, India | 2020 – Present

Design function

- Joined as the company's first designer and was promoted from Senior Designer; grew design into a 15-person function across UI/UX, graphic design, content and SEO, serving NeenOpal and its two SaaS products.
- Secured founder approval to consolidate design and UI under one function, and built a content team from scratch.
- Designed a data-reasoning hiring assessment that screens out 70% of candidates before interview; interviewed 50+ candidates and made around 20 permanent hires, with around 10 team members promoted.
- Built a learning path that gets junior designers working across all channels in under 6 months, backed by recurring workshops on design principles and creative thinking, and design fundamentals for data analysts and managers.
- Introduced a senior review layer and design checklist; ~60% of design work now ships through senior reviewers without needing my sign-off, and clients ask for fewer design revisions, freeing my time for product strategy on Mokkup and GAFix.
- Built the content team from nothing; content now brings ~2,500 new Mokkup users a month organically, 1,600+ of them through template pages, and launches ship with content and marketing already in place.
- Own the brand systems and guidelines for NeenOpal, Mokkup.ai and GAFix.ai.
- Partner with frontend, backend and AI team leads and the founders on product direction and AI solutions.
- Team designs ~200 client dashboard screens a year for clients in fintech, healthcare, FMCG and retail; around 20 clients have returned for repeat work.
- Expanded NeenOpal into client product design: about 5 products built on data engineering, with 3 more in progress for clients in the AI space, now a revenue-generating service for the company.

Mokkup.ai (NeenOpal product) | Founding Design Lead | 2022 – Present

- Led product design from concept with a founding team of four for a dashboard wireframing tool with one-click export to Power BI and Tableau.
- Helped scale the product from about 25K users at export launch to 250K+ users and 600K+ exports, with ~30% month-over-month growth in export volume in 2026 and 5% of users paying; used by teams at 15,000+ organizations including Skechers, Capgemini, EY, Goldman Sachs and Unilever; earned Capterra badges for Ease of Use and Best Value.
- Designed the product's element system to a 98% visual-fidelity export target, validated through proofs of concept, and made BI export the default: every user who builds a full dashboard screen exports it at least once.
- Usability-tested a proposed metric library with developers and analysts; when 90%+ typed their own metrics, replaced it with a 1,200+ template library that now drives 1,600+ organic sign-ups a month; ~10% of paying users subscribe to unlock a Pro template.
- Set design guardrails for the product's in-house generative AI, built to work from uploaded metadata only.

GAfix.ai (NeenOpal product) | Founding Design Lead | 2025 – Present

- Led two months of user research with ~150 users of a Google Analytics 4 audit tool for small businesses, after ~3,000 audits in its first year (launched September 2025) converted only ~30 paying customers.
- Proposed and designed a pivot from self-serve fixes to an audit that leads into expert service, relaunched in September 2026: consultation bookings rose from 1–2 a month to ~10 in the first month and 15 in October, and monthly retainers grew from 5 to 8; ~3,500 audits run to date.

Founder | Media Room

Pune, India | 2019 – 2020

- Founded and ran a design studio single-handedly, managing about 5 clients end to end across luxury travel, FMCG and real estate.
- Built brand identities from scratch and ran social media and photography for growing businesses.
- Grew followers by 20% in 6 months for two clients, alongside a rise in orders.

Senior Designer | Chameleo Design Consulting

Pune, India | 2016 – 2019

- Promoted from intern to senior designer in three years; led a team of about 5 designers, overseeing quality and client deadlines.
- Created a forced-perspective photography campaign for Volkswagen, rolled out across the entire factory to communicate its operating values.
- Produced internal communication for Bajaj, Volkswagen, TIAA, Fujitsu and Schlumberger: campaign plans, presentations, emailers, videos, brochures and training documents.

VOLUNTEER

Design Consultant (Pro Bono) | Prayatna Pune

Pune, India | 2018 – Present

- Designed the identity, menus, signage and picture-aid staff menu for Cafe Dil, a cafe run by adults with disabilities through Prayatna's Swayam program; the aids support ~20 baristas serving ~30 visitors a day.
- Directed, shot and edited the cafe's launch film and other films for Prayatna; redesigned prayatnapune.org and maintain it.

EDUCATION

Certificate in Design Thinking | Symbiosis International School | 2020

Foundation in Design | Iowa State University | 2013 – 2014

TOOLS

Figma; Power BI; Tableau; Google Analytics 4; Google Ads; Adobe Illustrator; Adobe Photoshop; Adobe Premiere Pro; Adobe After Effects; Framer; Webflow