

# NITESH GOSWAMI

## Project Lead | Creative & Design Innovation (12+ Years of Experience)

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## PROFILE SUMMARY

With over 12 years of multifaceted experience, I specialize in leading creative and technical projects that bridge the gap between design and technology. My expertise spans visual communication, AI-enhanced design, SharePoint development, ServiceNow integration, and digital transformation. I deliver impactful design-led solutions across print, digital, and enterprise platforms while driving innovation, efficiency, and collaboration through design thinking and automation.

## CORE COMPETENCIES

- Creative & Art Direction – Leading end-to-end creative processes aligned with brand and business goals.
- AI-Enhanced Design – Integrating artificial intelligence to enhance creativity and design workflows.
- Digital Transformation – Bridging design, technology, and automation to improve user experience.
- Project & Production Management – Delivering complex multi-channel projects on time and within scope.
- Brand Strategy & Visual Communication – Crafting cohesive brand experiences and narratives.
- Team Leadership & Mentoring – Guiding cross-functional teams toward innovation and excellence.
- Technical Expertise – Skilled in Adobe Creative Suite, Microsoft Office, SharePoint, Power Apps, Power BI, and ServiceNow.

## PROFESSIONAL EXPERIENCE

### Project Lead | Saksoft Limited, Noida (Nov 2020 – Present)

Leading creative and technical initiatives combining design thinking and automation. Integrated ServiceNow APIs into Power BI dashboards, improving visibility and efficiency. Developed SharePoint-based self-service portals and dashboards for ITSM data. Drove innovation by incorporating AI tools for presentation and content design.

### SharePoint Specialist | Alternate Exegesis Consultant, Gurgaon (Nov 2017 – Oct 2020)

Developed SharePoint-based intranet solutions enhancing internal communication and brand alignment. Delivered engaging UI/UX experiences and automated reporting workflows. Supported design documentation and visual communication strategies for enterprise clients.

### Tech Support Engineer | Sparse Matrix Technology, Aligarh (Jun 2016 – Oct 2017)

Provided advanced SharePoint and ServiceNow support, ensuring seamless digital experiences. Created visual training materials and documentation improving knowledge sharing by 25%.

### Sr. Software Engineer | NIIT Technologies, Noida (Feb 2015 – Aug 2015)

Collaborated with cross-functional teams to design and deploy technical solutions enhancing workflow design. Contributed to UI consistency and brand-aligned interfaces for enterprise tools.

### IT Head | BYC Technologies Pvt. Ltd, Aligarh (Jan 2013 – Jan 2015)

Directed IT and digital initiatives focusing on visual identity, internal communication, and process automation. Oversaw vendor negotiations and implemented cost-effective creative-technical solutions.

### Software Engineer | NGI Ventures, Noida (Jan 2012 – Dec 2012)

Developed and tested software components with attention to usability and design standards. Supported digital product branding and interface improvement initiatives.

## EDUCATION

Master of Computer Application — Academy of Business & Engineering Sciences, Ghaziabad (2012)

Bachelor of Computer Application — Web Univ Institute, Delhi (2009)

## **KEY ACHIEVEMENTS**

- Integrated AI-based workflows for visual design automation, reducing turnaround by 30%.
- Enhanced service desk analytics by merging ServiceNow data with Power BI dashboards.
- Led SharePoint migration reducing maintenance overhead by 40%.
- Improved visual communication standards across enterprise platforms.