

SIDDHANT SINGH



www.simplysiddhant.com

justsimplysid@gmail.com

(+1) 778-798-9670

Vancouver, BC, Canada

“Striving creative singularity” — my innate drive, to create impact irrespective of the medium. Seamlessly blending insight, strategy, technology and narratives into the designs that embrace change, and challenge constructs.

EDUCATION

Emily Carr University of Art & Design, Vancouver, Canada — Master of Design — 2022 - 2024 (expected)

GPA: 4.04 | Major: Interaction Design

Shumka Centre for Creative Entrepreneurship - Design 4 Startups / Research Assistant (Fall 2022 & Spring 2023)

MIT Institute of Design, Pune, India — Bachelor of Design — 2015 - 2019

GPA: 3.23, Class Rank: 2 (Salutatorian) | Major: User Experience Design

Visiting mentor for UX, TEDxMITID 2016 Production Member, Annual Fest Production Member

EXPERIENCE

Ayogo Health, Vancouver, Canada — UX Designer (Mitacs) — May 2023 - Present

R&D for cutting-edge features within Ayogo’s digital products focused on humanizing a guide’s experience.

Crewjoy, Vancouver, Canada — Service Designer (Design 4 Startups RA) — Jan 2023 - Apr 2023

Conceptualized & streamlined service design touch points across a SaaS product & facilitated service offerings.

GoChip, Vancouver, Canada — UX Designer (Design 4 Startups RA) — Sep 2022 - Dec 2022

Visualized the GUDI (GoChip Unified Digital Identity) IoT ecosystem to streamline the identity creation experience.

Deloitte Digital Studios, Mumbai, India — Product Designer — Jul 2019 - Aug 2022

Discovered, designed and delivered for diverse clients in e-commerce, telecommunications, social services, IoT, and government sector, facilitating collaboration across disciplines and accelerating outputs.

- Headed and streamlined a government website from 500+ to 160~ pages with a 78% ease of use rating.
- Pioneered a Q&A product through user research, prototyping and testing with a 25% reduction in query repetition.
- Designed a customer portal with CX methods, to drive 11% daily visitors and reduce bounce rate by 20%.

TALKS & SHOWCASES (SELECTED)

Speaker “Best Practices Metaverse & NFTs”, DEXIGNARE Design Development Days, India Virtual — Mar 2022

Speaker “Venturing into the world of NFTs“, Lemonade Social, Global Virtual Event — Dec 2021

Featured NFT Artist “The Creative Block” at Sauce India by Social, New Delhi India — Mar 2022

Featured NFT Artist “Mask of the Phantasm” at Neal Art Gallery, Beijing, China — Jul - Aug 2021

SKILLS & CERTIFICATIONS

ADPList Mentor, Research Ethics - TCPS 2 Core (2022), IBM Enterprise Design Thinking Practitioner, IELTS - 7.5

Key Skills: Journey Mapping, Data Interpretation, Discovery Workshops, Service Design, Digital Cinematography, Creative Mentorship