SIDDHANT SINGH

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EDUCATION

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

GPA: 4.04 | **Major:** Interaction Design
Thesis on Ethical Game Design, Teaching Fellow - 3D for Mixed Realities (Spring 2024), Teaching Assistant - MDES Interaction Design (Fall 2023), Mitacs / Research Assistant (Fall 2023), Design 4 Startups / RA (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 - Dec 2023

R&D for cutting-edge AI features within Ayogo's digital products focused on humanizing a guide's experience.
- Led research and design for 4 AI features for their CKD management SaaS product.
- Managed design walkthroughs & hand-offs for over 10+ new components and 4+ flows in the design system.
- Successfully soft-launched AI-powered message compose feature while the others approved for development.

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

Conceptualized & streamlined user journey, touch points across an AI-SaaS product & facilitated service offerings.
- Led 2 business vision workshops and 10+ user interviews to optimize touchpoints for improved UX.

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 (Offices of US), Mumbai, India — Product Design Consultant — Jul 2019 - Aug 2022

Discovered, designed, and delivered for diverse clients in e-commerce, telecommunications, social services, IoT, and government sectors, facilitating collaboration across disciplines and accelerating outputs. Received an early promotion.
- Headed and streamlined a government service 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%.

KEY SKILLS & CERTIFICATIONS

ADPList Mentor, Research Ethics - TCPS 2 Core (2022), IBM Enterprise Design Thinking Practitioner
Key Skills: Journey Mapping, Design Systems, Discovery Workshops, Service Design, Digital Cinematography, Creative Mentorship, Interaction Design, Information Architecture, Systems Design, Digital Products, Prototypes, Figma

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