SIDDHANT SINGH

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Siddhant Singh aka simplysid, is a digital product designer based in Vancouver, Canada with 5+ years of experience honed in UX and art direction. His expertise spans AI, SaaS, gamification, and micro-interactions, seamlessly integrated with storytelling, and strategy to create insight-driven solutions.

EXPERIENCE

Ayogo Health, Vancouver, Canada — Product Designer — May 2023 - Dec 2023

Conducted R&D for AI features within Ayogo's digital products, focusing on humanizing a guide's experience, as part of a government-funded internship through Mitacs Organization.
- Led product research and design for **4 AI features** within 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 GenAI message compose feature** while the others approved for development

Crewjoy, Vancouver, Canada — Product Designer — Jan 2023 - Apr 2023

Contract role through the Design 4 Startups program at Shumka Centre for Creative Entrepreneurship. Optimized user journey and touchpoints across an AI-SaaS product, enhancing user experience and increasing user engagement.
- Led **2 business workshops** and **10+ user interviews** to optimize touchpoints and improve product adoption
- Delivered extensive **journey maps, insight wiki, and design concepts** that supported crucial business decisions

GoChip, Vancouver, Canada — UX Designer — Sep 2022 - Dec 2022

Contract by the Design 4 Startups, collaborating with cross-functional teams to enhance service design and user experience.
- **UX & UI design** for GUDI (GoChip Unified Digital Identity) IoT ecosystem to streamline the identity-creation experience
- Created **scalable and reusable design system foundations** for GoChip ecosystem including **12+ Figma components**

Deloitte Digital US, Mumbai, India — UX Design Consultant — Jul 2019 - Aug 2022

Discovered, designed, and delivered solutions for diverse clients in e-commerce, telecommunications, social services, IoT, and government sectors, improving cross-disciplinary collaboration and project efficiency. Received an early promotion.
- Streamlined government sector portals scaling across **~1500 pages, 60+ use cases with a 30% increase in compliance**
- 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, driving **11% daily visitors and reducing the bounce rate by 20%**

EDUCATION

Emily Carr University of Art & Design, Vancouver, Canada — Master of Design — 2024

Program: Interaction Design | **Project:** Ethical Game Design Strategies | **Highlights:** Teaching Fellow, Assistant

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

Program: User Experience Design | **Project:** VR Training Simulation for the Mining Industry | **Highlights:** TEDxMITID Prod.

SKILLS

Customer Journey Mapping, Design Systems, Workshop Facilitation, Service Design, Creative Mentorship, Interaction Design, Information Architecture, Systems Design, Digital Products, Gamification, Qualitative & Quantitative Research, Cross-functional Collaboration, Wireframing, Prototypes, Figma, Adobe Creative Suite, Framer, Unreal Engine, Blender