SIDDHANT SINGH

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Recent MDES Graduate with 5+ years of product design experience honed in UX and art direction. My expertise spans AI, SaaS, gamification, and micro-interactions, seamlessly integrated with storytelling, and strategy to create insight-driven solutions.

EXPERIENCE

Emily Carr University / Sessional Instructor - Interaction Design (Emerging Tech), 3D for Mixed Reality / Sep 2024 — Present

- Mentored and graded cohorts of 24 students. Developed course materials for 24+ in-class sessions, balancing industry standards with open-source workflows

UBC CeMCOR, Vancouver, BC / UX Design Specialist / Contract / Aug 2024 — Present

- Leading end-to-end design refresh for the Centre for Menstrual Cycle and Ovulation Research website, one of Canada's largest knowledge bases for menstrual research

MindfulGarden Digital Health, Vancouver, BC / UX Designer / Contract / Aug 2024 — Present

- Spearheading UX and interactions for MG's Class 1 MVP for a delirium management device. Conducting product scoping workshops, creating UX flows, and designing foundations

Ayogo Health, Vancouver, BC / Product Designer / Contract / May — Dec 2023

- Designed and launched 4 AI-driven features for a Chronic kidney disease management SaaS product
- Led design walkthroughs for 10+ new components, ensuring a seamless design system integration

Crewjoy Labs, Vancouver, BC / Product Designer / Internship / Jan — Apr 2023

- Enhanced user journeys for an AI-SaaS product through 2 workshops and 10+ user interviews. Mapped 40+ engagement insights into customer journeys and delivered various design concepts, directly influencing product adoption and business strategy

GoChip Pet Technologies, Vancouver, BC / UX Designer / Internship / Sep — Dec 2022

- Optimized UX for the "GoChip Unified Digital Identity" IoT ecosystem, building a scalable design system with 12+ reusable components to improve efficiency and flexibility

Deloitte Digital USI, Mumbai, India / UX Analyst → UX Design Consultant / Jul 2019 — Aug 2022

- Streamlined government portals, scaling to ~1500 pages with 60+ use cases, achieving a 30% increase in compliance
- Led the design of a customer portal, driving an 11% increase in daily visitors and reducing the bounce rate by 20% through targeted CX enhancements

ACTIVITIES & VOLUNTEERING

Vancouver Design Community (VDC) / Coordinator / 2024

Facilitating monthly design workshops and social events hosted by VDC with 40+ participants in each event

For The Love of UI (FLUI) Hackathon / Interim Mentor / Feb 2024

Supporting 4 students to hone their design skills and sharpen soft skills like communication with real clients, project delivery, presentations, etc.

Dexignare Design Development Days - Basics of the Metaverse / Guest Speaker / Mar 2022

Exposure to the space and best practices to drive/design for it in the right direction, followed by Q&A with 20+ participants.

Lemonade Social - Journey into the metaverse and NFTs / Guest Speaker / Dec 2021

AMA with an audience of 15+ artists - Sharing experiences, impact, and best practices of the technology in the art space.

SKILLS

Customer Journey Mapping, Service Design, Interaction Design, Information Architecture, Digital Product Design, Data-driven Design, Figma, Adobe Creative Suite, Framer, Unreal Engine, Blender, Spline 3D, Adobe Aero, Gamification, Workshop Facilitation, Cross-functional Collaboration, Creative Mentoring, Developer Hand-off

EDUCATION

Emily Carr University of Art & Design, Vancouver, BC / Master of Design - Interaction Design / 2024

Thesis Project - Ethical Game Design

MIT Institute of Design, Pune, India / Bachelor of Design - UX Design / 2019

Graduation Project / Co-op - VR Simulations for Training