

SIDDARDH

Product Designer | Design Strategist | UX Designer

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PROFESSIONAL SUMMARY

Product Designer with hands-on experience across UX research, wireframing, interaction design, and high-fidelity prototyping, combined with an MBA in Marketing that brings a business and user-growth lens to product decisions. Skilled at translating user needs into intuitive interfaces, building design systems, and collaborating with cross-functional and technical teams. Passionate about using design thinking and AI-assisted tools to solve real-world product problems end-to-end.

CORE SKILLS

UX Research • User Flows & Journey Mapping • Wireframing & Prototyping (Low- & High-Fidelity) • Interaction Design • Visual & UI Design • Design Systems • Usability Testing • Design Thinking • Information Architecture • Cross-Functional Collaboration • Stakeholder Communication • Product Strategy & Marketing (MBA) • Design Mentorship & Training • AI-Assisted Design Tools • Typography & Layout

EXPERIENCE

Product Designer — MAAC Multimedia Institute

Oct 2024 – Jul 2026

- Taught graphic design software, UI/UX fundamentals, visual communication, and user-centred design principles to student cohorts.
- Mentored students in design thinking, wireframing, typography, layout, prototyping, and design systems through hands-on, real-world projects.
- Partnered with technical and creative teams to plan and run workshops, hackathons, and project review sessions.
- Led end-to-end UX design of the MAAC Attendance Portal, improving the student attendance workflow through research-driven, user-focused interface design.
- Conceptualized and designed Vouch, an original product design case study using UX research, user flows, wireframes, and high-fidelity prototypes to solve a real-world user problem.
- Applied industry-standard UX processes — user research, problem definition, ideation, prototyping, usability testing, and iterative design — across all student and personal projects.

EDUCATION

- Diploma — Product Designing (Design for Change)
- Diploma — Graphic Designing and Video Editing (AVGCI Frameboxx)
- Bachelor of Science — Computer Science, Statistics & Mathematics (Badruka College of IT)
- MBA, Marketing (Andhra University)

ACHIEVEMENTS

- Recognized as Best Enthusiastic Performer of the Year at MAAC.
- Received the Technical Team Award at the DFC Hackathon.
- Member of the Best Team award-winning team, DFC SquadRun.

LANGUAGES

English • Telugu • Hindi

INTERESTS

Script Writing • Short Film Direction • Music • Exploring AI Tools for Design