

Siddhi Durve (User Experience Designer)

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TECHNICAL SKILLS

Design Skills: User Experience Design, Prototyping, Rendering, Wireframing, 3D CAD Modelling, User Journey Mapping, Information Architecture, Design System, Interaction Design, Task Analysis, Product Design, Visual Design, Usability Testing

Software Skills: Figma, Adobe XD, Fusion 360, KeyShot, Invision, SolidWorks, Sketch, Jira, Office 365, Adobe Creative Cloud, Miro, Balsamiq, Axure RP, UserZoom, Hotjar, CSS, HTML, Python

EDUCATION

University of Michigan - Dearborn

Master of Science, Human Centered Design and Engineering (GPA - 3.88)

Dearborn, MI

Aug. 2022 – Apr. 2024

MIT Institute of Design

Bachelor of Design, Product Design (GPA - 7.43)

Maharashtra, India

Jul. 2016 – Jul. 2020

EXPERIENCE

Information Ambassador

University of Michigan - Dearborn

Jan. 2024 – Present

Dearborn, MI

- Managed Renick University Center's Information Center, overseeing ID card production and enhancing both customer satisfaction and center efficiency by 20%.
- Addressed around 30 daily inquiries, streamlined administrative processes, and enforced safety protocols, increasing process efficiency by 25% and promoting a secure university environment.

User Experience Designer

Tata Consultancy Services Limited

Nov. 2020 – Jul. 2022

Mumbai, India

- Collaborated with engineers as a User Experience Designer to continually enhance the Design System and product experiences by 80% increase in usability efficiency.
- Established and maintained design system guidelines that achieved a 30% increase in brand consistency across all platforms by standardizing typography and integrating elegant design solutions.
- Implemented diverse research methods, including UX research, market analysis, and customer feedback, to enhance designs, resulting in a 40% increase in user engagement and a 25% boost in customer satisfaction.
- Led a team of 4 designers to enhance HRMS modules, boosting usability by 35% through techniques like affinity mapping, journey maps, and UML diagrams, translating business requirements into design improvements through iterative updates.
- Delivered over 50 high-fidelity prototypes and wireframes using Adobe XD and Figma, which accelerated project completion rates by 20% and improved user experience scores by 30%.

User Experience Designer

Iauro Systems Pvt. Ltd.

Dec. 2019 – Oct. 2020

Pune, India

- Crafted user-friendly experiences for a Food Delivery App, reducing user issues by 50% and boosting app engagement by 25% through systematic design thinking methodology.
- Coordinated minimal design graphics for social media, enhancing a creative and innovative approach.
- Enhanced user experience by implementing usability testing and gamification, increasing user retention by 30% and satisfaction by 20%.
- Facilitated over 5 workshops on Design Thinking and tools like Figma, UserZoom, Hotjar, and Optimizely, enhancing skills for 25 participants and advancing practical knowledge.
- Developed and iteratively refined UI guidelines for the Digital Experience Team, maintaining a global UI Kit that increased design consistency by 35%.

User Experience Design Intern

We Design Code

May 2019 – Jul. 2019

Mumbai, India

- Crafted a detailed brand style guide, standardizing visual identity and increasing brand recognition by 30%.
- Collaborated on UI/UX projects, focusing on usability to enhance user satisfaction by 25%.
- Administered user testing to enhance functionality and appeal, increasing user engagement by 20%.
- Developed design concepts using Sketch, Invision, and Figma, accelerating development timelines by 15%.

Redesign Craigslist | *Figma, Lucid Sparks* Jan. 2023 – Apr. 2023

- Evaluated Craigslist’s usability issues by assessing heuristic violations and identifying problem areas.
- Improved user experience by redesigning task flows based on persona development through user interviews, empathy maps, and storyboards.
- Implemented design changes through the creation of Low-High Fidelity wireframes and a prototype using Figma, followed by rigorous usability testing using Think-Aloud, Heuristic Evaluation, and Remote Testing methodologies.

Research Paper: Challenges Faced by International Students | *Office 365* Jan. 2023 – Apr. 2023

- Secured IRB approval for research, ensuring ethical standards compliance.
- Orchestrated user interviews and surveys to collect both qualitative and quantitative data, addressing a well-defined problem statement.
- Analyzed and synthesized data to create an affinity map of challenges, participating in brainstorming sessions to devise innovative solutions for identified problems.

Experience for Elderly Adults Riding in Fully Autonomous Vehicle | *Figma, Miro* Aug. 2022 – Dec. 2022

- Explored the correlation between emotional support from caregivers/family and older adults’ adoption of automated vehicles through research and hypothesis.
- Validated the hypothesis via User Interviews, coding data for affinity and empathy maps.
- Designed and refined task flows, wireframes, and prototypes through iterative usability testing, culminating in the presentation of the project at the UMTRI conference.

Research Paper: Electric Vehicles | *Office 365* Aug. 2022 – Dec. 2022

- Executed comprehensive research on electric vehicles using online resources, articles, and publications.
- Executed comprehensive user research methods, including ethnographic research, contextual inquiry, user interviews, and focus groups.
- Synthesized findings from auto-ethnographic research and data collection into a research paper titled ”Electric Vehicle - Future of Automotive Industry”.