Siddhi Manche

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Education

University of Michigan-Dearborn **Dearborn, MI**
Master's of Science in Human-Centered Design Engineering (Specialization: User Experience Design) *2024-Present*

University of Mumbai **Mumbai, IN**
Bachelor's of Engineering in Electronics and Telecommunication (Minors: AIML) *2020-2024*

Skills and Certifications

- **Tools:**Figma, Illustrator, Lightroom, Adobe XD, Photoshop, Flutter, Visual Studio Code, Android Studio, Miro, Github.
- **Languages:** C, C++, HTML, CSS, JavaScript, Dart.
- **Research:** User Research, UX Strategy, User-Centric Design, Voice of Customer (VOC), User Research Methodologies, Qualitative Research, Quantitative Research, Data-Driven Insights, Project Management, Usability Testing, User Insights.
- **Design:** UI Design, UX Design, Interaction Design, Wireframing and Prototyping, Visual Design, User-Centered Design, Rapid Prototyping, front end Design, Video editing, Lightning, Product Design, UI Frameworks, Human-Computer Interaction (HCI).
- **Certifications:** Google UX Design Professional Certificate, Data Visualization with Power BI

Experience

Freelance Project **Sept 2023 – Nov 2023**
Junior Product Designer

- Partnered with the client to define project goals and conducted comprehensive user research, including stakeholder interviews and competitor analysis, to identify key user pain points and align design solutions with business objectives.
- Developed over 50 wireframes and low-fidelity prototypes in Figma, adhering to user-centered design principles and incorporating the client's branding guidelines, ensuring a cohesive and accessible user experience across all workflows.
- Led usability testing sessions with 15+ participants, analyzed data using affinity diagrams and task success metrics, and delivered actionable design recommendations, resulting in a 30% increase in user satisfaction and a 25% reduction in task completion time for the client's product

Projects

UX/UI Case Study: QuickFix **Oct 2023-Dec 2023**

- Recognized and analyzed usability barriers in customer-service provider interactions, leading to delays and suboptimal user experiences.
- Conducted user research with 20+ participants to develop user personas, mapped user journeys, and identified key pain points; optimized user flows based on findings.
- Designed and prototyped a mobile app interface in Figma, incorporating the refined user flows and validated the design through usability testing, resulting in a 30% increase in task efficiency and 85% user satisfaction.

Bridging the Gap: A Mobile Dashboard for Student Mental Health and Support Resources **Sept 2024-Dec 2024**

- Conducted user research with 45+ university students to uncover barriers to mental health resource utilization, identifying issues like stigma, accessibility challenges, and lack of awareness through surveys and interviews.
- Designed user personas, storyboards, and affinity maps to define pain points and developed a mobile dashboard prototype in Figma, integrating features like guided meditation, mood tracking, and real-time interventions.
- Achieved a SUS score of 80.5 through usability testing with 5 students, surpassing industry benchmarks, and implemented iterative improvements including animations and customizable notifications, reducing onboarding time by 20%.
- Delivered a user centered solution that streamlined access to psychological resources, fostering stress reduction and improving help-seeking behavior among students.

Unified EV Charging Experience: Prototype Development and User Testing **Sept 2024-Dec 2024**

- Collaborated with a cross-functional team to tackle fragmented EV charging app ecosystems by conducting user research with 10+ participants, uncovering critical issues like range anxiety, inconsistent payment systems etc.
- Led a comprehensive literature review and competitive analysis to define key pain points and employed ideation techniques (e.g., Bonker4) to design a unified app concept.
- Developed High-fidelity prototypes in Figma; tested with 10 users, achieving a SUS score of 79, surpassing industry benchmarks, and refined based on user feedback to enhance functionality and visual clarity.
- Delivered a user-centric solution integrating trip planning, payment standardization, and safety indicators, significantly improving user satisfaction by addressing pain points and aligning with industry standards set by other leading apps.

Real-Time Identification of Medicinal Plants using Deep Learning **July 2023-June 2024**

- Identified challenges faced by users in real-time identification of medicinal plant species due to manual processes being time-consuming and error-prone.
- Collaborated with a team to develop an automated system using EfficientNet-B1 deep learning, developing a mobile application in VS Code using Dart language with features like geospatial tagging and a dynamic knowledge base.

- Achieved 87% classification accuracy on public datasets and 78.5% accuracy during real-world testing, significantly streamlining plant identification for researchers and promoting biodiversity conservation.