Siddhi Manche

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EDUCATION

University of Michigan-Dearborn Aug 2024- Present
Master of Science in Human Centered Design Engineering *GPA: 3.23/4*
Specialization in User Experience Design

University of Mumbai Aug 2020- June 2024
Master of Technology in Electronics and Telecommunication Engineering *GPA: 3.35/4*
Minor Degree in AI/ML

TECHNICAL SKILLS

Design Applications: Figma, Adobe Creative Suite (Photoshop, Illustrator), Android Studio, Visual Studio Code, Filmora, Flutter
Programming Languages: C++, HTML, CSS, JavaScript, Dart, (Git)
UX Skills: Product Design, User Research, UI Development, Project Management, Wireframing, Prototyping
Certificates: Google UX Design Professional Certificate, All 7 courses (Google, Coursera), Data Visualization with Power BI

EXPERIENCE

Freelance Project | *Junior Product Designer* *Sept 2023-Nov 2023*

- Conducted market research and 10 user interviews to identify key pain points and requirements, informing the design process with data-driven insights.
- Created 12 wireframes and low-fidelity prototypes using Figma, translating user needs into actionable layouts and workflows.
- Led user testing with 15 participants, analyzed feedback, and iterated designs, achieving a 30% improvement in user satisfaction and reducing task completion time by 25%.
- Collaborated with stakeholders throughout the project to ensure design solutions aligned with user needs and business objectives, delivering the final prototype 10% ahead of schedule.

PERSONAL PROJECT

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

- Designed and prototyped a mobile application to connect customers with 50+ reliable home service providers.
- Conducted user research with 20+ participants, created personas, and developed user flows to address key pain points.
- Delivered high-fidelity prototypes using Figma, achieving a 30% improvement in task efficiency during usability testing.
- Validated designs through usability testing, with 85% of users reporting enhanced satisfaction with the app's functionality.
- Collaborated with cross-functional teams, including developers and stakeholders, to increase my learning agility and ensure a 100% alignment of design deliverables with user and business requirements.

ACADEMIC PROJECTS

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

- Conducted research on mental health through a literature review and 5 user interviews to gather comprehensive insights on coping strategies, barriers to resource accessibility.
- Participated in brainstorming sessions to generate creative solutions, address user pain points, and define 4 primary features that focused on enhancing usability, accessibility, and real-time support for users.
- Designed detailed low-fidelity sketches and refined mid-fidelity prototypes using Figma software, incorporating user-friendly interactions and features and showcasing user-centered design.
- Achieved a high System Usability Scale (SUS) score of 80.50, exceeding the industry benchmark of 68, and enhanced interface designs based on detailed user feedback.

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

- Conducted a systematic literature review, reviewing over 10 studies to identify pain points such as fragmented payment systems, range anxiety, and safety concerns in existing EV charging applications.
- Collaborated in brainstorming sessions to develop a unified app concept, integrating features, addressing 80% of user pain points identified during research.
- Customized 15 mid-fidelity interfaces using Figma, incorporating A/B testing from 10 users to improve efficiency by 40% and reduced user errors by 30%.
- Led usability testing with 10 aspiring and experienced EV users, achieving an average SUS score of 78.75, with aspiring users rating usability at 89.5 and experienced users at 66, and designed iterative enhancements based on feedback.

Real-Time Identification of Medicinal Github *July 2023-June 2024*

- Developed a front-end mobile application for real-time medicinal plant identification, featuring geospatial tagging, crowdsourced feedback, and an intuitive user interface.
- Integrated EfficientNet-B1 into the system, achieving 87% Top 1 accuracy on private datasets and 84% on public datasets for plant classification.
- Conducted training on 29,544 images, employing focal loss to address class imbalance and reducing model loss from 4.87 to 1.22 while improving accuracy to 65.53% in 10 epochs.
- Optimized workflows to process extensive datasets efficiently on limited hardware, ensuring scalability and usability in real-world scenarios.