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 Code, Github.
- **Languages:** C, C++, HTML, CSS, JavaScript, Dart.
- **Research:** UX Research, UX Strategy, User-Centric Design, User Research Methodologies, Qualitative Research, Quantitative Research, Data-Driven Insights, Usability Testing, User Insights.
- **Design:** UI Design, UX Design, Interaction Design, Wireframing and Prototyping, Usability Testing, Visual Design, Product Design, Information Architecture, Lightning, 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

- Assisted an experienced product designer in conducting market research and user interviews to identify key pain points and requirements, providing data-driven insights for the Freelance Project
- Supported the creation of 50+ wireframes and low-fidelity prototypes using Figma, translating user needs into actionable layouts, mockups, and workflows, with a focus on typography.
- Contributed to user testing with 15+ participants, analyzed feedback, and iterated on designs, leading to a 30% improvement in user satisfaction and reducing task completion time by 25%.

Projects

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

- Recognized challenges in customers ability to efficiently connect with service providers, resulting in delays and a negative user experience.
- Designed and prototyped a mobile app using Figma to connect customers with 50+ home service providers. Conducted user research with 20+ participants, developed personas, and optimized user flows to address key pain points. Validated designs through usability testing.
- Improved task efficiency by 30% and achieved 85% user satisfaction, enhancing the overall user experience.

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

- Worked with a team to address barriers in real-time and university mental health resources, conducting user research with 45+ students to identify key pain points like lack of awareness and accessibility.
- Developed user personas and journeys, prioritizing features like guided exercises, mood trackers, and stress management tools through design workshops.
- Created a prototype in Figma, building medium-fidelity interfaces and conducting usability tests with 5 students, achieving a SUS score of 80.5, exceeding standard benchmarks.
- Refined designs based on feedback, adding onboarding screens, customizable notifications, and streamlined workflows, reducing onboarding time by 20% .

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

- Collaborated with a cross-functional team to address fragmented EV charging app experiences, conducting extensive 10+ user research to identify inefficiencies causing user frustration and disengagement.
- Led a literature review and competitor analysis, identifying critical pain points such as range anxiety, inconsistent payment workflows, and lack of real-time station information.
- Developed user personas and mapped journeys, uncovering diverse needs and guiding the design of a user-centric app that integrates seamless trip planning, universal payments, and real-time updates.
- Designed a working prototype in Figma, incorporating features like trip planning and universal payment integration, and iteratively refined it based on 35+ user feedback, establishing a strong foundation for a user-friendly solution.

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.