Siddhi Manche

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Education

University of Michigan-Dearborn	**Dearborn, MI**
Master of Science in Human-Centered Design Engineering (Specialization: User Experience Design)	*2024-Present*
University of Mumbai	**Mumbai, IN**
Bachelor of Engineering in Electronics and Telecommunication (Minors: AIML)	*2020-2024*

Skills and Certifications

- **Tools:** Figma, FigJam, Flutter, Adobe Creative Suite (Illustrator, Photoshop), VS Code, Android Studio, Arduino, Github.
- **Languages:** C, C++, HTML, CSS, Tailwind CSS, JavaScript, React.js, Dart.
- **Research:** User Research, Qualitative and Quantitative Research, A/B Testing, Data-Driven Insights, Affinity Mapping, Persona Development, Journey Mapping, Heuristic Evaluation, Usability Studies.
- **Design:** User Experience (UX) Design, User Interface (UI) Design, Interaction Design, Accessibility and Inclusive Design (WCAG, ARIA), Visual Design, Responsive Design, UX Writing, Content Creation, Information Architecture, Wireframing, Prototyping, Usability Testing, Design Systems, TypeScript, Lightning, Growth-Driven Design.
- **Certifications:** Google UX Design Professional Certificate, Data Visualization with Power BI

Experience

Freelance Project	**Sept 2023 – Nov 2023**
Product Design Intern	*Mumbai, India*

- 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 **user-centered** solutions with business objectives.
- Developed over 50 **wireframes** and **low-fidelity prototypes** in **Figma**, adhering to **human-centered design principles** and ensuring a cohesive and accessible user experience across workflows.
- Assisted in **usability testing** sessions with 15+ participants, analyzed data using affinity diagrams and task success metrics.
- Delivered actionable design recommendations, resulting in a **35% increase in user satisfaction** and a **25% reduction in task completion time.**

Projects

Mobile Dashboard for Student Mental Health Support	**Sept 2024-Dec 2024**

- Executed **user research** through surveys and interviews method with 45+ university students to uncover barriers to mental health resource utilization, identifying issues like stigma, accessibility challenges.
- Designed **user personas**, storyboards, and affinity maps on **FigJam** to define pain points and developed an end-to-end mobile dashboard prototype in **Figma**, integrating features like guided meditation, mood tracking.
- Achieved a **SUS score of 80.5** through **usability testing**, surpassing industry benchmarks, and implemented iterative improvements, reducing onboarding time by **20%**, providing real-time support.

Unified EV Charging App Prototype	**Sept 2024-Dec 2024**

- Collaborated with a **cross-functional team** to tackle fragmented EV charging critical issues like range anxiety, inconsistent payment systems.
- Performed **user research** through comprehensive literature review and competitive analysis method with 10+ participants.
- Developed **High-fidelity prototypes** in **Figma**, tested with 10 users, achieving a **System Usability Scale (SUS) score of 79**, refined based on user feedback to enhance functionality and visual clarity.
- Delivered a **user-centered solution** integrating trip planning, payment standardization, and safety indicators, significantly improving user satisfaction.

Mobile App for Streamlined Customer Service	**Oct 2023-Dec 2023**

- Recognized usability barriers in customer-service provider interactions, leading to delays and suboptimal user experiences.
- Conducted **user research** with 20+ participants to understand user pain points, developing **user personas** and mapping **user journeys** to optimize user flows based on findings.
- Designed and prototyped a mobile app interface **QuickFix** 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 rate.**

Mobile App for Real-time Medicinal Plant Identification	**July 2023-June 2024**

- Identified **user challenges** in real-time medicinal plant identification, focusing on the need for a **user-friendly mobile application** to streamline the process.
- Developed the front-end mobile application using **Dart** in VS Code, ensuring an intuitive and responsive user interface for seamless plant identification.
- Collaborated with a **cross-functional team** to integrate the application with an **EfficientNet-B1 deep learning model**, enabling real-time classification and geospatial tagging.
- Implemented **usability testing** to refine the app's interface, achieving **78.5% accuracy** in real-world testing and contributing to **biodiversity conservation** by simplifying plant identification and promoting research efficiency.