

Sidhya Tikku

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EXPERIENCE

Product Intern, Direct-To-Consumer Technology, Trials at NBCUniversal

September 2023–April 2024, New York, NY

- Managed and created trial accounts for developers and testers in North America, Europe, and Africa
- Compiled and consolidated data from user testing trials and designed reports and executive summary decks
- Developed dashboards to track internal progress and created documentation using Jira and Confluence
- Managed and distributed product access via Google Play Console, Apple TestFlight, and VS App Center

Design Intern at (RED)

June 2022–August 2022, New York, NY

- Designed media assets and high-fidelity wireframes for (RED) websites
- Brainstormed ideas and contributed to PRODUCT^(RED) branded campaigns and partner activations
- Designed and developed creative assets and deliverables for Communications and Social Media teams
- Brainstormed future PRODUCT^(RED) partnerships and ideated potential businesses strategies

EDUCATION

Parsons School of Design at The New School

July 2020–May 2024 New York, NY

BFA Communication Design with Minor in Psychology (GPA 3.77)

Coursework: Product Design, Coding, Quantum Computing, Psychology, Economics, Management & Leadership

Cornell Tech, Cornell University (part-time)

July 2022–May 2023 New York, NY

Coursework: Product Development and Management (GPA 3.82)

Students from Parsons are selected and placed in teams to work with Cornell graduate students to gain real exposure to product development. Worked with J.P. Morgan and Microsoft stakeholders and company advisors to build products.

PROJECTS

[SecureMyData](#)

- Brainstormed and developed a product that authenticates the documents, digital identities, and IDs of a real person with J.P. Morgan stakeholders and company advisors. The product aims at easing the KYC process for users and lowering the KYC costs for partner institutions using Blockchain technology
- Followed principles of agile product management with weekly sprints and managed Kanban board to track progress and managed deadlines for deliverables and communications with company advisors
- Conducted user interviews to examine regulations for KYC processes and key pain points faced by the end-users
- Conceptualized project roadmap and go-to-market strategy based on feedback received by the company advisors
- Facilitated monthly agile retrospective with teammates using mad, sad, glad retrospective framework

[rundown](#)

- Designed and developed a product that streamlines, summarizes, and personalizes news based on the user's proficiency level on different topics using GPT with Microsoft Azure Cognitive Services team
- Conducted market research and surveys to identify behaviors and needs of users across several age groups
- Ideated solutions based on key pain points and user behavior identified in the survey and designed user personas
- Developed and conducted experiments to test and validate potential solutions and reported results for feedback
- Produced high quality business decks, wireframes, and prototypes for meetings and pitched potential solutions

TECHNICAL SKILLS

Design: Figma, Sketch, Adobe Xd, InVision Studio, Photoshop, Illustrator, Premier Pro, InDesign, Dimension, Lightroom, Logic Pro X, Final Cut Pro, Miro, Mural, Lucidchart

Product: HTML, CSS, JS, Notion, Qualtrics, Google Forms, Google Analytics, Git, GitHub, Tableau, Jira, Trello

Office: Word, PowerPoint, Excel, Pages, Keynote, Numbers, Docs, Sheets, Slides

KEY SKILLS

Product Management, Communication, Presentation, Agile Methodologies, User Experience Design, User Interface Design, Human-centered Design, Survey, Ideation, User Personas, User Flows, User Experience Research, Usability Testing, Wireframes, Project Management, Brainstorming, Problem-solving, Innovation, Analysis, Prototyping, Kanban, Scrum, User Stories, Design Thinking, Strategy, Collaboration, Teamwork, Time management, Product Development

AWARDS & CERTIFICATIONS

Emerging Leader Award,
Parsons School of Design

[Adobe Design Achievement
Awards 2018 Semifinalist](#)

Product Studio Code Award,
Cornell Tech

[Agile with Atlassian Jira](#)

Dean's List, Parsons School of
Design

[Google Project Management
Specialization](#)

Dean's BFA Scholarship,
Parsons School of Design

[Google Business Intelligence
Specialization](#)

[Google Code-in 2018 Grand
Prize Winner](#)

[J.P. Morgan Corporate Analyst
Development Virtual Program](#)