Sidhya Tikku

Product Designer

📍 New York, New York

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AWARDS

Parsons School of Design
Dean's List

Parsons School of Design
Dean's BFA Scholarship Recipient

Google Code-in 2018
Grand Prize Winner

Adobe Design Achievement
Awards 2018 Finalist

LANGUAGES

English

Hindi

HOBBIES

Guitar

Music Production

Soccer

Photography

Cooking

EXPERIENCE

Creative Intern at (RED)   *Jun 2022–Aug 2022*
Contributed to (RED) branded campaigns and partner activations, brainstormed ideas for activations and social media assets, and produced business decks

Mentor at Google Code-in 2019   *Oct 2019–Jan 2020*
Responsibilities include quality control, design, ideation, GitHub CIs, and communications with students and other mentors

EDUCATION

Parsons School of Design at The New School   *New York, NY*
BFA Communication Design with Minor in Psychology   *Anticipated May 2024*
Cumulative GPA 3.75
Relevant Coursework: Interaction Design, UX Design, Typography, Psychology

Cornell Tech, Cornell University (Visiting Student)   *Aug 2022–May 2023*
The Product Studio program allows students to gain real life exposure to product development. Students from Parsons are selected and placed in teams to work with Cornell graduate students to provide meaningful solutions to real problems. Previously worked with JPMorgan stakeholders and company advisors to build a product for authentication of digital identities. Currently working with Microsoft stakeholders and company advisors to build a product for Microsoft Azure AI.

PROJECTS

SecureMyData
- Brainstormed and developed a product that authenticates the documents, digital identities, and IDs of a real person with JPMorgan stakeholders and company advisors. The product also aims at easing the KYC process for users and lowering the KYC costs for partner institutions
- Followed principles of agile project management with team retrospectives and iterative product design and development
- Deliverables include Market Research, User Interviews, Ideation, De-risking, Value Creation Analysis, Market Strategy, Business Decks, Experimentation, Results Analysis, Low-fidelity prototypes, and Project Roadmap

BlockMart Product Design and Branding
- Designed a product that displays the inventory of small business owners in India within 1.5 km radius for home delivery for a 48 hour hackathon
- Deliverables include Business Goals, Target Audience, User Personas, User Flows, Design Principles, Low-fidelity Prototype, High-fidelity Prototype, Brand Identity,Presentation, and Promotional Video

TECHNICAL SKILLS

Design: XD, Sketch, Figma, InVision Studio, Photoshop, Illustrator, Premier Pro, InDesign, Dimension, Lightroom, Logic Pro X, Final Cut Pro
Web Design: HTML, CSS, Angular, JavaScript, Google Analytics, Notion, Qualtrics, Google Forms, Git, Github, Gitkraken
Office: Word, PowerPoint, Excel, Pages, Keynote, Numbers, Docs, Sheets, Slides

KEY SKILLS

User Experience Design, User Interface Design, Human-centered Design, Survey, Ideation, User Personas, User Flows, User Experience Research, Usability Testing, Wireframes, Brand Identity, Brainstorming, Problem-solving, Innovation, Analysis, Low-Fidelity Prototypes, High-Fidelity Prototypes, Design Thinking, Strategy, Collaboration, Teamwork, Time management, Iterative Product Development, Agile Project Management, Communication, Presentation, Empathy, Respectful