Sidhya Tikku

Product Designer

📍 New York, New York

🌐 sidhyatikku.com

✉ mail@sidhyatikku.com

in linkedin.com/in/sidhyatikku

○ github.com/sidhyatikku

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 3.70
Relevant Coursework: Interaction Design, Typography, Art History, Psychology

Cornell Tech, Cornell University (Visiting Student) *Aug 2022–May 2023*
Cornell Tech 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 MS and MBA students to provide meaningful solutions to real world problems. Currently working with JPMorgan stakeholders and company advisors to build a product for authentication of digital identities.

PROJECTS

BlockMart UX Design and Branding
- Designed a product that displays users the inventory of small business owners 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, Mockups, Presentation, and Promotional Video

Backpack
- Brainstormed and developed an open source project that enables users to use Reddit offline with user-defined subreddits, cache size, and frequency
- Designed the app navigation, UI with Dark mode, and Design Principles

TECHNICAL SKILLS

Design: XD, Sketch, Figma, InVision Studio, Photoshop, Illustrator, Premiere, InDesign, Dimension, Lightroom, Logic Pro X, Final Cut Pro
Web: HTML, CSS, Angular, JavaScript
Version Control: Git, GitHub, GitKraken
Office: Word, PowerPoint, Excel, Pages, Keynote, Numbers, Google Docs, Google Sheets, Google Slides

KEY SKILLS

User Experience Design, User Interface Design, Human-centered Design, Ideation, User Personas, User Flows, Wireframe, User Experience Research, Survey, Usability Testing, Low-Fidelity Prototypes, High-fidelity Prototypes, Visual Design, Micro-interactions, Brand Identity, Sketching

SOFT SKILLS

Brainstorming, Problem-solving, Innovation, Collaboration, Analysis, Creative, Design Thinking, Strategy, Communication, Experimentation, Teamwork, Time management, Presentation, Empathy, Respectful, Detail-oriented