

# Sidhya Tikku

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## EXPERIENCE

### Creative Intern at (RED)

June 2022–August 2022 New York, NY

- Brainstormed ideas and contributed to (RED) branded campaigns and partner activations
- Designed media assets and high-fidelity wireframes for (RED) websites
- Designed and developed creative assets and deliverables for Communications and Social Media teams
- Interacted with vendors and developed print deliverables for marketing campaigns
- Brainstormed future 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 3.78)

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 JPMorgan 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 JPMorgan 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
- Identified key solutions for the pain points and conducted market research to analyze key competitors
- Produced high quality business decks, wireframes, and prototypes for meetings and pitched potential solutions
- 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 interviews
- Followed principles of agile product management and managed Kanban board to track and prioritize deadlines
- 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, Branding, Brainstorming, Problem-solving, Innovation, Analysis, Prototyping, Kanban, Scrum Design Thinking, Strategy, Collaboration, Teamwork, Time management, Product Development

## AWARDS & CERTIFICATIONS

Emerging Leader Award,  
Parsons School of Design

[Adobe Design Achievement  
Awards 2018 Semifinalist](#)

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

Product Studio Code Award,  
Cornell Tech

[Agile with Atlassian Jira](#)

[BCG DV Virtual Program](#)

Dean's List, Parsons School of  
Design

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

[BCG Design Virtual Program](#)

Dean's BFA Scholarship,  
Parsons School of Design

[J.P. Morgan Investment  
Banking Virtual Program](#)

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

[Citi Investment Banking  
Virtual Program](#)