

Sidhya Tikku

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EXPERIENCE

Product Management Intern, DTC Tech, Trials & Partnerships at NBCUniversal September 2023–April 2024, New York, NY

- Managed and created trial accounts for developers and testers in North America, Europe, India, and Africa
- Administered and distributed product access via Google Play Console, Apple TestFlight, and VS App Center
- Compiled and synthesized invaluable data from user testing trials, delivered impactful reports and executive summary decks that informed strategic decision-making for the launch of Showmax streaming platform in Africa
- Designed streamlined project tracking through the development of intuitive dashboards using Jira and Confluence
- Spearheading the design and implementation of a company-wide comprehensive and accessible professional development repository containing internal and external resources, aligning with the company's global objectives
- Gathered project requirements from key stakeholders, organized the project framework, developed process flows and high-quality wireframes, and effectively communicated the project vision with stakeholders and developers

Design Intern at (RED)

June 2022–August 2022, New York, NY

- Designed media assets and high-fidelity wireframes for (RED) websites and social media channels
- Brainstormed ideas and contributed to PRODUCT^(RED) branded campaigns and partner activations
- Designed and developed creative assets and deliverables for Communications and Digital teams
- Brainstormed and pitched 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 3.78)

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 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 real people with J.P. Morgan stakeholders and company advisors
- Followed principles of agile product management with weekly sprints and managed Kanban board to track progress
- 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
- 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 stakeholders and pitched potential solutions

TECHNICAL SKILLS

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

Product: HTML, CSS, JS, Qualtrics, Google Forms, Google Analytics, Git, GitHub, Tableau, Jira, Trello, Confluence, Smartsheet, Asana, Prism, Centercode, Google Analytics, Google Play Console, Apple TestFlight, VS App Center

Office: Word, PowerPoint, Excel, Power Query, Pages, Keynote, Numbers, Docs, Sheets, Slides, Notion, Sharepoint

KEY SKILLS

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

AWARDS & CERTIFICATIONS

Emerging Leader Award,
Parsons School of Design

Product Studio Code Award,
Cornell Tech

Dean's List, Parsons School of
Design

Dean's BFA Scholarship,
Parsons School of Design

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

[Adobe Design Achievement
Awards 2018 Semifinalist](#)

[Agile with Atlassian Jira](#)

[Google Project Management
Specialization](#)

[Google Business Intelligence
Specialization](#)

[IBM Quantum Computing
Practitioner](#)