Siddhi Patil

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Say hello on Instagram
Connect on LinkedIn

Exciting projects under NDA not on website, but happy to discuss them on call!

I am a research driven, Human-Centred **Product Designer** specialised in crafting immersive user experiences. With expertise in **Design Research, Service Design, UX** and **Futures Thinking.** I bring a unique blend of creativity and strategic design to drive impactful solutions. From empowering communities through co-creation to designing engaging interfaces, I aim to make a transformative impact through design.

Education

NID, Ahmedabad
B.Des, Product Design
2016 - 2021

WDKA, Rotterdam
Product Design
2018 - 2019

Relevant Experience

Turtlemint- April 2021 to June 2023
Consumer Experience Designer
- Leverage user research for strategic design decisions, resulting in impactful outcomes.
- Enhance user experience through the development of wireframes and prototypes, driving positive engagement.
- Optimize designs to align with user needs, leading to increased satisfaction and success.
- Apply user-centric methodologies to create intuitive experiences that resonate with the target audience.
- Translate research findings into UX designs that make a significant impact, improving usability and driving desired outcomes.

NID, Ahmedabad- June 2020 to Nov 2020
Research Associate
- Collaborated with University of Dundee on GCRF project
- Empowered indigenous communities in India
- Co-created agricultural futures and emerging tech
- Addressed digital colonialism for inclusivity

Projects

People Power, Design Lead
Collaborated with Adam Sharpe to design and develop the immersive card game "People Power" for navigating the future of demographics. Through interdisciplinary efforts, we fostered intergenerational collaboration, incorporated gamification, and sparked dialogue for a resilient and inclusive future.

Mint Academy, UX Research and Strategy, Turtlemint
Revamped Mint Academy's user experience through extensive research, aligning business goals, categorizing content, and designing a user-centric journey. Resulted in enhanced engagement, improved content organization, and wireframe explorations for MA 2.0, driving user satisfaction and success.

Insurance Claims, UX Research and Strategy, Turtlemint
Efficiently streamlined claim processing for TurtleMint by mapping the existing procedure, investigating stakeholders' emotional mapping, and identifying pain points. Improved user experience, optimized operational efficiency, and enhanced stakeholder satisfaction in motor and health insurance verticals.

Recognition

Walkabout Prize 2022- NGFP

Speaker, Primer 2021

Skills

User Research, Usability Testing, Information Architecture, Wireframing And Prototyping, Interaction Design And UI, Design Thinking, Agile Methodology, Human-Centred Design, Accessibility And Inclusive Design, Mobile And Responsive Design, Usability Metrics And Analytics, Visual Design, Design Strategy, Industrial Design, Stakeholder Analysis, Workshop Facilitation, Empathy, User Advocacy, Ethnography, Contextual Inquiry, Design Management, Trend Analysis, Scenario Planning, System Thinking, Strategic Foresight, Critical Design, Participatory Workshop.

Tools

Figma, Adobe Creative Suite, Sketch, Miro, AdobeXD, Procreate, Microsoft Office Suite, Hotjar, Mixpanel, Google Optimize and I can devour new tools like Pac-Man!

Language

English, Hindi, Marathi