

# Sidhya Tikku

User Experience Designer

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## AWARDS

Google Code-in 2018 Grand Prize Winner

Adobe Design Achievement Awards 2018 Finalist

Parsons School of Design Dean's List

Parsons School of Design Dean's BFA Scholarship Recipient

## LANGUAGES

English

Hindi

## HOBBIES

Guitar

Music Production

Soccer

Photography

Cooking

## EDUCATION

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### Parsons School of Design at The New School

BFA Communication Design with Minor in Psychology

Cumulative GPA 3.82

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

*New York, NY  
Anticipated May 2024*

## EXPERIENCE

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### Google Code-in 2019 Mentor

*10/2019 – 01/2020*

Responsibilities include quality control, design, ideation, GitHub CIs, and communications with students and other mentors

## PROJECTS

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### 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

### Consilium UX Design

- Designed a product that facilitates the educational needs of students in India for a 24 hour hackathon. Our team won "First Position" and "Best Research for UX" awards at this hackathon
- Deliverables include Business Goals, Affinity Diagram, UX Research Survey, Presentation, Website, User Personas, User Flows, Low-fidelity Prototype, High-fidelity Prototype, Design Principles, Mockups, 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

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**Design:** XD, Sketch, Figma, InVision Studio, Photoshop, Illustrator, Premier, 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

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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

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