

sidharath chhatani

Product Designer • Tech Enthusiast

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EDUCATION

University of Michigan, School of Information • Ann Arbor
Master of Science in Information - Human Computer Interaction, 2017

University of Mumbai • Mumbai, India
Bachelor of Engineering in Computer Science, 2013

EXPERIENCE

Product Designer • FarmLogs MAY '16 — AUG '16

Designed a feature to provide 110,000 standard users with preview of satellite imagery, adding 11,000 new leads in 2 months. Performed heuristic analysis on the product, uncovering critical usability issues with the product.

Web Developer • Genii Technologies DEC '14 — MAY '15

Normalized the database architecture, reducing the disk i/o by 8%. Augmented the API's for sending data in a single call, reducing page load times by 15%.

Web Developer • One Square Pixel JUL '13 — DEC '14

Created a reusable event management API, reducing the development cost by over 20%. Developed a notification system, increasing user engagement rate by over 15% over 3 months.

PROJECTS

Product Designer • Aro, IPD, Proctor & Gamble

Worked on branding, website & logo design of a bike safety & navigation wearable. Conducted user research, ethnography for problem discovery. Facilitated team meetings to develop product in 4 months.

Product Designer • Knowledge Village, Education Design

Designed an collaborative tool for gauging the current knowledge of students in a K-12 class in collaboration with teachers. Performed usability testing for the guidebook feature created for the project.

Product Manager • Ferndale Moves, Civic Design

Proposed and created solution based on user research about the project. Discovered new avenues for the long term partnerships. Designed data-driven poster which articulates the decisions process.

Interaction Designer • biteShare, Interaction Design

Designed a IxD project that reduces food wastage on campus by updating students about the availability of additional food.

SKILLS

CONCEPTUALIZING

User Stories, Experience Mapping, Personas, Scenarios, Whiteboarding, Storyboarding, Sketching, Wireframing

ASSESSMENT

Usability Testing, Prototyping, Information Architecture, Heuristics, Needs Evaluation, Interviews, Surveys, Focus Group, Concept Testing.

PROGRAMMING

HTML5, CSS (SASS/LESS), PHP, Javascript, SQL, RoR, NodeJS, Laravel, Python, Java, SVG Animations

TOOLKIT

Sketch 3, Photoshop, InVision, Git, Principle, Xcode, Sublime Text, SQLWorkbench, IconJar, JIRA (Trello), Marvel, Axure, Balsamiq, Paper prototyping, Origami, Figma, Pixate.

LEADERSHIP

VP of University Partnerships

Interviewed 3 candidates for partnership director position, assessing their ability to work in a developing environment.

Design Officer

Conducted 4 workshops on Sketch 3 & Principle, training over 60 students to use design tools

Vice Chairperson, CSI

Led a team of 15 students to acquire a sponsorship of over 150K (INR) over 3 weeks, raising the total to 200K for a cancer charity.

www.sidharath.com