

# Sidharath Chhatani

Product Designer | User Experience Designer

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## WORK

SEP 2017 - DEC 2019

### Product Designer - ClutchPrep

Designed over 20 product experiments, increasing the subscription rate at 20%. Implemented sprint planning & a review process, helping us measure our total engineering efficiency. Created a design system, helping us standardize our CSS and improve design to code efficiency.

AUG 2016 - APRIL 2017

### Teaching Assistant, Interaction Design

University of Michigan

Taught a class on creating user stories, helping over 100 graduate students map out issues their users experienced. Held multiple workshop on design tools like Sketch and Principle to teach hi-fi design and prototyping.

MAY 2016 - AUG 2016

### Product Design Intern - FarmLogs

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

JUL 2013 - MAY 2015

### Software Developer - One Square Pixel

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 three months. Augmented the APIs for sending data in a single call, reducing page load times by 15%.

## PROJECTS

DEC 2018 - MAR 2019

### Product Designer - Skillied

Designed the backend flow for teachers, to easily create new classes by reusing available material. Redesigned the website based on users' needs to improve finding new classes and visibility of the classes offered on the website.

JAN 2017 - APR 2017

### Product Designer - Aro, Proctor & Gamble

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

## EDUCATION

### MS in Human Computer Interaction

University of Michigan, 2015 — 17

### BE in Computer Science

University of Mumbai, 2010 — 13

## OTHER ACHIEVEMENTS

### Founder, Product Meetup, Miami

Held nine product meetups in Miami, inviting local and visiting product leaders for our community of over 800 product designers and managers.

### Design Officer, University of Michigan

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

## SKILLS

Interaction Design  
Web Design  
Mobile Design  
User Stories  
Personas  
Storyboarding  
Usability Testing  
Prototyping  
Information Architecture  
Heuristics  
HTML5  
CSS (SASS/LESS)

## TOOLS

Sketch	Balsamiq
Figma	Invision
Notion	AdobeXD
Abstract	Principle
Git	IconJar