

SIDDHARTH GORE

Product Designer · UX/UI

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SUMMARY

Product designer with 2+ years of experience and an MSc in Human-Computer Interaction Design, working end to end across research, user flows, information architecture, design systems, and high-fidelity UI. I ground design decisions in data and real-world pattern research, build working prototypes with AI-assisted tools to test flows in motion, and work directly with engineers through implementation. Currently designing a consumer social app alongside a full-time fintech design role.

EXPERIENCE

Product Designer — Savvy (social app startup)

2026 – Present

Consumer mobile · Concurrent with full-time role

- Joined an in-progress product and took ownership of the Explore and Profile experiences — reviewing the existing user flows, identifying where they broke down, and ideating on top of them through to high-fidelity screens.
- Contributed to ideation for new features alongside the founding team, shaping how the core feed model works across its two distinct connection tiers.
- Co-built the product's design system in Figma — reusable components, type, and colour tokens — so the interface stays consistent and scalable as new features ship.
- Researched real-world interaction patterns through Mobbin and competitor teardowns before designing, validating flow and navigation decisions against how shipped consumer apps actually solve the same problems.
- Prototyped in working code using AI-assisted tools, testing interactions live rather than in static frames and shortening the loop between an idea and a testable build.

Associate Designer — Jocata

Apr 2026 – Present

Full-time · Fintech · Hyderabad, India

- Led the end-to-end redesign of the company website — information architecture, page flows, and UI — translating brand guidelines into a consistent, reusable design system applied across the site and supporting surfaces.
- Partnered directly with engineers through deployment, running structured QA to close the gap between design intent and shipped product; reduced design-to-development friction by 30%.

UI/UX Designer — Mavip Group

Oct 2025 – Apr 2026

Full-time · Indore, India

- Designed wireframes, user flows, and UI for client web products, iterating with stakeholders from early concept through developer handoff.
- Ran an unprompted heuristic UX audit of the company intranet, documenting usability issues with clear rationale and presenting prioritized recommendations to the team.
- Built data visualizations for internal reporting, making performance data readable enough for non-analyst teams to act on.

UX/UI Design Intern — Testline

Oct 2024 – Jan 2025

Remote · Consumer education app

- Redesigned gamification mechanics on a live production mobile app, shipping features against a 50% retention-improvement target and refining them through usability feedback.

Graphic Designer — Tiger Social

Mar 2025 – Oct 2025

Full-time · Pune, India

- Produced visual and campaign content for a combined audience of 50K+, building the visual craft and brand consistency that underpins my product work today.

DESIGN PROJECTS

LendClear — AI-Assisted Loan Journey <i>creative-uxui-showcase.framer.ai/lendclear</i>	2026
- Analyzed 4,269 real loan applications before designing anything, finding that over a third of applicants completed 25-minute forms for a predetermined rejection — then designed three flows (eligibility pre-check, counteroffer, recovery plan) so no user reaches a dead end. - Defined how the AI should communicate confidence, explain its decisions, and fail gracefully before designing screens, then held every screen to that standard through structured critique rounds.	
I-Flex — AI Savings App for Irregular Earners	2025
Designed forecasting and adaptive-savings flows from a 45-month household transactions dataset, after research identified cash-flow anxiety as the core gap in existing finance apps.	
Edgewave Innovations — Freelance Design Collaboration	2025 – Present
Delivered 3 client website projects end to end with a two-person collaborator team — IA, high-fidelity design, and prototypes handed off for engineering deployment.	

EDUCATION

MSc, Human-Computer Interaction Design — City, University of London <i>First Class · Information architecture, usability testing, WCAG accessibility review (Stemettes)</i>	2022 – 2023
B.E., Mechanical Engineering — Savitribai Phule Pune University <i>First Class</i>	2016 – 2020

SKILLS

UX: Design Thinking, User Flows, Journey Mapping, Information Architecture, Wireframing, Usability Testing, Heuristic Evaluation, Competitive & Pattern Research (Mobbin), Quantitative Data Analysis

Product & Systems: Design Systems, Reusable Components, Scalable UI Patterns, Pixel-Perfect Execution, Accessibility (WCAG), Developer Handoff

AI in Design: AI-assisted prototyping and front-end builds, AI-driven design critique, LLM interface patterns, prompt engineering

Tools: Figma, Framer, HTML/CSS, After Effects, Photoshop

WRITING & CERTIFICATIONS

Medium — Publish UX analysis and product teardowns, including field-observation pieces and writing on behavioural design in consumer apps.

Google Data Analytics — Coursera, 2025 · **UX Research (IxDF)** — 2022 · **Web Design: Strategy & IA** — Coursera, 2020