

Siddhant Ghosh

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EXPERIENCE

Newton School | Product Designer

Aug 2023 - Present

- Led the Growth and Acquisition pod, designing and building the acquisition flow for Newton's bachelor's program using a no-code, resulting in a **20% increase in lead-to-payment conversion** and a **10% increase in overall funnel conversion**.
- Created "Question of the Day," a daily coding challenge platform, attracting over **10,000 students** within a month, with a **60% attempt rate** and **40% question-solving rate organically** leading to **20 Lakhs INR** of revenue for the FSD course.
- Designed the data science masterclass flow and **increased FREE Trial registrations by 5%** leading to revenue contribution of **~15L/month**.
- Designed information websites with multiple intent-capturing levers for Data Science and Full Stack Development (FSD) courses, resulting in approximately a **20% increase** in conversion rates compared to traditional methods (~0.5%).
- Designed, documented, and maintained the Prism icons library with **400+ icons** for Newton's in-house design system, Gravity.
- Designed a single scalable filtering system to be used in newton's multiple products.
- Led the Lecture Learning and Delivery pod, designing and maintaining of live lecture delivery experience and recorded lecture experience for newton's product

Pineapple Design Studio | Product Designer

Feb 2022 - Jun 2022

- Collaborated with clients to develop an end-to-end credit card app for Gen Z, focusing on the analytics section to visualize spending statistics in an interactive story format.
- Conducted user research, created information architecture, and performed user testing for a mental health industry client's website and form experience.

Erudite | Product Design Intern

May 2020 - Oct 2020

- Conducted initial user research, feature scoping, and wireframing for MVPs in collaboration with product managers.
- Designed the MVPs of both the mobile app for students/parents and the desktop web application for school administration/teachers.

EDUCATION

Guru Gobind Singh Indraprastha University

2018 - 2022

B.Tech. Electrical and Electronics Engineering, GPA: 8.5

EXTRACURRICULAR

- Head of Design, IEEE Student Branch: Scaled the design team from 2 to 6 members, implementing the design process.
- Conducted workshop on "Fundamentals of Design" on June 6th, 2021

TOOLS

Figma, Framer, Miro, Protopie, Blender, Sketch, Spline, Notion, Slack, Microsoft Office Suite

SKILLS

Product Design, UI Design, UX Design, Icon Design, Wireframing, Design Systems, Usability Testing, Mobile Design, Web Design, Prototyping