

# Sidharath Chhatani

Product Designer | User Experience Designer

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## WORK HISTORY

OCT 2023 - PRESENT

### TechnologyAdvice • Senior Product Designer

Led discovery sessions with 10+ internal stakeholders, identifying key gaps in our current Out Task Program; leading to a redesign based on user research, reducing missed deliveries by 2.5%. Lead the user research roadmap for a newly acquired web property DZone.com.

SEP 2021 - AUG 2023

### Mark43 • Senior Product Designer

Redesigned Computer-Aided Dispatch with new design system, reducing load times and standardizing UI. Reached 2.8M contract goal by designing a Jail Management System's victim notification. Enabled software scaling to new regions through customizable internal tools.

MAY 2020 - SEP 2021

### ASSISTments Foundation • Product Designer

Directed the design process for two internal products, boosting teacher engagement by 2x. Conducted discovery interviews and usability studies, creating innovative tools for tutors, math coaches, and school leaders, enhancing efficiency by 30% during the COVID pandemic

DEC 2018 - MAR 2019

### Skilled • Freelance Product Designer

Engineered the backend flow for teachers, enabling a 25% quicker creation of new classes by reusing available material. Revamped the website based on users' needs, enhancing the search efficiency by 20% and visibility of the classes offered on the site

SEP 2017 - DEC 2019

### ClutchPrep • Product Designer

Led the design process for a new feature launch, crafting 20+ product experiments, boosting the subscription rate by 20%. Implemented sprint planning & a review process, enhancing engineering efficiency by 15%. Created a design system, standardizing CSS and elevating design-to-code efficiency by 30%

AUG 2016 - APRIL 2017

### University of Michigan • Teaching Assistant, Interaction Design

Instructed a class on creating user stories, guiding 100+ graduate students to map out user issues, enhancing problem-solving skills by 25%. Conducted multiple workshops on design tools like Sketch and Principle, teaching hi-fi design and prototyping, improving design proficiency by 30%

## EDUCATION

UNIVERSITY OF MICHIGAN, 2015 — 17

### Masters in Human Computer Interaction

UNIVERSITY OF MUMBAI, 2010 — 13

### Bachelors in Computer Science

## SKILLS

**Design:** Strategy & vision presentations • User flows • Design Generalist • UX Design • Wireframing • Design System • AI Prompt Engineering • Interaction Design \*

**Prototyping:** Rapid prototyping using Figma & Framer • Interactive flow with HTML/CSS/ JS • Frameworks (Vite, VueJS, Storybook) & APIs

**Research:** Discovery Interviews • Affinity Mapping • Usability Testing (Moderated & Unmoderated) • Surveys • A/B Testing • Web Analytics (LogRocket, Mixpanel, Pendo) • UXLite

**Collaboration:** Organizing workshops • Facilitating design critique • Self Starter • Detail oriented • Flexible • Improving Design team health • Communicative • Mentorship • Agile

## OTHER ACHIEVEMENTS

### Founder, Product Meetup, Miami

Hosted nine product meetups in Miami, engaging local and visiting leaders, enhancing collaboration for our community of 800+ product designers and managers

### Design Leader, University of Michigan

Led 4 workshops on Sketch 3 & Principle, educating 60+ students in design tools, enhancing their proficiency by 25%