

SIDDHANT D. SHAH

UX/UI DESIGNER

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EDUCATION

Carnegie Mellon University
Jan 2013 - Dec 2014

USER EXPERIENCE DESIGN
Master of Entertainment Technology

University of Mumbai
Aug 2008 - Jun 2012

INFORMATION TECHNOLOGY
Bachelor of Engineering

WORK EXPERIENCE

TiVo Inc.
Jun 2014 - Present

UX/UI DESIGNER (CONTRACTOR)
Design features, create UI mock-ups and prototype for TiVo's mobile app
Heuristic evaluation of various competitors' apps
Facilitate discussions within the UX team to discuss best-in-class design approaches

Idea Foundry
Jun 2013 - Dec 2013

DESIGN CONSULTANT (INTERNSHIP)
Designed and developed high-fidelity prototypes (Mobile/Web) for 3 start-ups
Provided strategic advising to 5 start-ups to develop their business models
Conducted market research & SWOT analysis for all the above start-ups

Carnegie Mellon University
Aug 2013 - Dec 2013

GRADUATE TEACHING ASSISTANT
Assisted 81 students for the pre-production and editing of various video projects
Incharge of the logistics management including maintenance of production equipment

KEY PROJECTS

Trendy
Jan 2014 - May 2014

UX/UI DESIGNER
Created Lo-fi & Hi-fi UI mock-ups, conducted user research and usability testing
Assisted in branding by creating promotional fundraiser video
Prepared the Kickstarter campaign draft as a part of 6-member team

Imagica - Hello Ocean
Jan 2014 - May 2014

LEAD UX DESIGNER AND PRODUCER
Created concepts, designed player interactions, conducted research and playtests
Led a 6-member interdisciplinary team & facilitated client-team communication
Created promotional videos, designed the team website as a part of our branding
Awarded 'Best Serious Game' by Joint Conferences on Serious Games '15, UK
Free download available on both Play Store and App Store.

Synesthesia
Aug 2013 - Dec 2013

INTERACTION & EXPERIENCE DESIGNER
Designed user interactions for an art installation based on real-time projection mapping
Created promotional videos and maintained team website.

Smart Traffic Management
Aug 2011 - Jun 2012

CONCEPT DESIGNER & DEVELOPER
Designed a smart traffic control simulation system using Image Processing Technology
Led a 3 member team to develop a working prototype

LEADERSHIP

Indian Graduate Students
Association
Jan 2014 - Dec 2014

PUBLIC RELATIONS CHAIR
Carnegie Mellon University, Pittsburgh (PA)

Information Technology
Students Association
Aug 2011 - Jun 2012

CO-FOUNDER & MENTOR
University of Mumbai, Fr. CRCE (Bandra)

Students Council &
Rotaract Club
Aug 2010 - Jun 2011

PUBLIC RELATIONS IN-CHARGE
University of Mumbai, Fr. CRCE (Bandra)

RELEVANT COURSES

Building Virtual Worlds
Mobile Service Innovation (HCI)
Visual Storytelling
Production & Leadership
Game Criticism
Improvisational Acting 1, 2 & 3
Software Project Management
Gaming Architecture & Programming
Computer Graphics & Virtual Reality
Artificial Intelligence

PROFESSIONAL SKILLS

Wireframing
Visual Mockups
Prototyping
User Testing
Human Centered Designing
Heuristics
Storyboards
Information Architecture
Style guides
Game Design
Design Document
Research Techniques
Agile, Scrum
SWOT/Landscape Analysis
Team Lead
Project Management

PROFESSIONAL TOOLS

Axure, Invision
Adobe Photoshop
Adobe Illustrator
Adobe Fireworks
Adobe After Effects
Adobe Audition
HTML5, CSS
C#, JavaScript
Google Sketchup
Pen & Paper
Perforce
Jira