

Siddharth Soni

User Experience Designer/ Interaction Designer

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UX Methods

Design Methods

User Stories
Storyboarding
Paper Prototyping
Rapid Wire-framing
Mocks, Flows, IA
QOC Notation
Sprint Consults
UI Handoff
Fit and Finish
Bug Bashing

Research Methods

Survey Design
Intercept Interviews
Focus Groups
Personas, Scenarios
Competitive Analysis
Contextual Inquiry
Best in Class Audit
CRM
Affinity Diagrams
Remote Testing
Needs Assessment
Heuristic Evaluation

Tool Box

Prototyping

HTML, CSS
Java Script, JQuery
Axure RP
Invision App

Design

Sketch
Adobe PS and AI

Analytics

IBM SPSS
Google Analytics

Awards

Speaker- Amazon
Design Conference '15
Flag Bearer- UMSI '15
Finalist- SXSW Pitch '15
TechArb Program '15
Most Creative Design-
Google Design Jam '14
Mr. India Top 20, '11

+ 5 more

Experience

UX Designer - July 2015 - March 2015

Amazon.com, Seattle, WA

- Designed internal tool experience for Amazon Business Customer Service Central to enable Customer Service Agents to track and solve customer requests efficiently
- Partnered with PMs, engineers and researchers to deliver products on Order Search, Invoicing, Transaction Emails, Account Activity Email, Line of Credit and Bulk Actions
- Prototyped interactions to mirror the real website experience that improved the quality of the usability studies
- Designed gaming cards to educate how Amazon customers are different from Amazon Business customers for 300+ Conflux Conference attendees
- Collaborated at NorthStar Workshop for enhancing the quality of design, vision and usability by syncing with the latest design trends for Shopping Checkout experience

Founder and UX Designer - Feb 2014 - July 2015

You Never Know (start-up)

- Led a three person team, directed research, design and execution of project
- Designed user-flows, wire-frames and interaction design of the iOS app
- Conducted ethnography study from intercept interviews, site observations and focus groups to understand end users' needs, mental models and contexts

UX Intern - June 2014 - Aug 2014

Organic Inc., Troy, MI

- Designed Olay, Delwebb, Goodnites.com's info-architecture with user-first approach
- Performed comprehensive CRM and social bench marketing audit and opportunity analysis for Kimberly Clark's Pullups and Goodnites brands
- Brainstormed research problems and launched a survey to 2000 parents
- Performed best-in-class audit across Gap.com, Netflix, Babycentre.com, Pocket.com
- Designed Progressive Profiling experience for Goodnites.com

+ 5 more

Projects

Founder and UX Lead - Jan 2015 - Present

BusyMode, SXSW

- Leading a self-initiated project that aims to solve the issue of mobile phone anxiety
- Collaborating with dev. to design Android and iOS versions of the app
- Designing an interaction pattern to offer 20x times benefit to cost of use

Personal Informatics - Sept 2014 - Dec 2014

EasySpeak

- Conceptualized an interactive system (hardware & app) to improve public speaking
- Designed the system to give real time feedback based on Wickens M.R.T

+ 9 more

Education

University of Michigan, Ann Arbor, MI - April 2015

Master of Science in Human Computer Interaction

Leadership: Society of Computer-Human Interaction, Michigan Grad. Consulting Club

Rajiv Gandhi Technical University, Madhya Pradesh, India - May 2012

Bachelor of Engineering in Computer Science

Leadership: College President (2011-12)

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