

SIDDHARTH SONI

Product Designer & Influencer

siddharthsoni.com // <https://goo.gl/BMrDF> // San Diego, CA

WORK EXPERIENCE

Product Designer at Intuit Inc. // Jun 2016 - Present // San Diego, CA

Partnered with PM, dev, legal and tax to deliver an enhanced TurboTax Live extensions experience to empower customers with filing extensions while balancing business needs

Delivered designs for Expectation Setting, Expert Review, Consent Trigger screen and Post Delegation flow for TurboTax Live beta that helped identify experience gaps and learn about customer behavior

Facilitated a divergent idea session that produced 25 innovative ways to showcase divergence, then narrowed to 1 and created 10 for surfacing TurboTax Live offering for customers at point of need

Delivered Pro and Tax Payer Messaging to enable a two-way asynchronous secure messaging experience between customers and pros

Acted as a PM, researcher and designer and created the foundation for the Workforce Platform project by gathering insights, doing best-in-class audit and rapid experimentation

UX Designer at Netlink Inc. // Apr 2016 - Jun 2016 // Remote (Contract)

Partnered with PMs, UX Designers, Dev teams in an agile process to define and design Netlink's Business Intelligence tool

Designed collaboration tool, task management and sharing tool, My timeline and dashboard views, login user flow and home screen view

Introduced UX process and user-centered design into Netlink's process to ensure the solution is being thought from the customers' perspective and created visual guidelines

UX Designer at Amazon.com // Jul 2015 - Mar 2016 // Seattle, WA

Designed internal tool experience for Amazon Business Customer Service Central to enable Customer Service Agents to track and solve customer requests efficiently

Navigated 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

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 & UX Designer at Busy Status App // Jan 2015 - Jul 2016 // Seattle, WA

Founded, researched and designed an end-to-end Android app to help people be more present in the moment and reduce anxiety caused from mobile phones

Founder & UX Designer at You Never Know // Feb 2014 - Jul 2015 // Ann Arbor, MI

Founded, researched, designed and led a three person team to create a location based social networking iOS app to meet new people.

UX Design Intern at Organic Inc. // Jul 2014 - Sep 2014 // Troy, MI

Designed Olay, Delwebb, Goodnites.com 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

EDUCATION

University of Michigan // Sep 2013 - Apr 2015

Master of Science in Human-computer Interaction

Highlighted coursework: Choice Architecture, Cognitive Ergonomics, Information in Social Systems: Collections, Flows, and Processing, Marketing Research Design and Analysis

Rajiv Gandhi Technical University // Jun 2008 - May 2012

Bachelor of Engineering in Computer Science

TOOL BOX

UX Methods

Storytelling
User Stories
Storyboarding
Paper Prototyping
Rapid Wire-framing
Mocks, Flows, IA
Sprint Consults
UI Handoff
Fit and Finish
Competitive Analysis
Contextual Inquiry
Best in Class Audit
CRM
Affinity Diagrams
Remote Testing
Needs Assessment
Heuristic Evaluation

Prototyping

HTML 5, CSS 3
Java Script, JQuery
Principle App
Adobe Premier

Design tools

Sketch app
Axure RP
Invision App

Analytics

IBM SPSS
Tableau
Google Analytics

HONORS & AWARDS

Be Passionate - Intuit Core Value '17
Honorary mention - CEO Care Club Award '16
Speaker - Amazon Design Conference '15
Flag Bearer - University of Michigan '15
Finalist - SXSW Pitch '15
TechArb Program '15
Most Creative Design - Google Design Jam '14
Mr. India Top 20, '11