

Sidharath Chhatani

Product Designer | User Experience Designer

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WORK

SEP 2021 - CURRENT

Senior Product Designer - Mark43

Designed workflow for police officers to capture crash information on scene to reduce report writing overhead. Conducted external user research to understand user needs for traffic crash. Lead design updates to timely deploy for multiple agencies.

MAY 2020 - SEP 2021

Product Designer - ASSISTments Foundation

Lead the design process for two internal products, increasing the teacher engagement by 2x. Conducted discovery interviews and usability to make new tools for tutors, math coaches and school leaders, during the COVID pandemic.

SEP 2017 - DEC 2019

Product Designer - ClutchPrep

Lead the design process for a new feature launch. Designed over 20 product experiments, increasing the subscription rate at 20%. Implemented sprint planning & a review process, helping us measure our total engineering efficiency. Created a design system, helping us standardize our CSS and improve design to code efficiency.

AUG 2016 - APRIL 2017

Teaching Assistant, Interaction Design

University of Michigan

Taught a class on creating user stories, helping over 100 graduate students map out issues their users experienced. Held multiple workshop on design tools like Sketch and Principle to teach hi-fi design and prototyping.

MAY 2016 - AUG 2016

Product Design Intern - FarmLogs

Designed a feature to provide 110,000 standard users with previews of satellite imagery, adding 11,000 new leads in two months. Performed heuristic analysis on the product, uncovering critical usability issues with the product.

PROJECTS

DEC 2018 - MAR 2019

Product Designer - Skillied

Designed the backend flow for teachers, to easily create new classes by reusing available material. Redesigned the website based on users' needs to improve finding new classes and visibility of the classes offered on the website.

EDUCATION

MS in Human Computer Interaction

University of Michigan, 2015 — 17

BE in Computer Science

University of Mumbai, 2010 — 13

OTHER ACHIEVEMENTS

Founder, Product Meetup, Miami

Held nine product meetups in Miami, inviting local and visiting product leaders for our community of over 800 product designers and managers.

Design Leader, University of Michigan

Conducted 4 workshops on Sketch 3 & Principle, training over 60 students to use design tools

SKILLS

Interaction Design
Web Design
Mobile Design
User Stories
Personas
Storyboarding
Usability Testing
Prototyping
Information Architecture
Heuristics
HTML5
CSS (SASS/LESS)

TOOLS

Figma	Balsamiq
Sketch	Invision
Notion	Spriq
Abstract	DoveTail
Git	IconJar