

# Siddhant Jain

## User Experience Designer

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## Relevant Experience

### UX Design Associate Capital One

Jul. 2021–Present

- Manages up to 3 projects at a time in various stages of the design process, from creating designs briefs and strategy to UserTesting and developer handoffs
- Leads bi-weekly update meetings with product and business partners to ensure designs are meeting both user and business needs to create alignment on goals
- Delivered new designs on 7 projects for small business credit card users on both the mobile application and website using Figma and our design system
- Launched a rewards redemption option for miles customers, providing small businesses another way to use their miles at a time when business travel is limited
- Planned and facilitated 3 multi-day design workshops with various partners, with the most recent laying out groundwork and vision for updating an enterprise-wide feature

### UX Designer & Researcher Microsoft Support x HCDE Capstone

Jan. 2021–Jun. 2021

- Outlined a 14 week research and design plan to help Microsoft Support understand and better support the users visiting their website and improve the experience
- Synthesized 1800+ survey and 23 moderated interview responses to better understand user needs and pain points to create personas and inform design choices
- Prototyped web-based screens to incorporate our recommended designs based on the research and validated decisions through 2 rounds of UserTesting unmoderated tests
- Presented final deliverables and shared the design process to stakeholders at Microsoft and to attendees at the HCDE Capstone Night, where the team won a Capstone Award

### UX Design Volunteer UW School of Medicine Service Learning

Feb. 2021–Sept. 2021

- Collaborated with designers and engineers to create interaction flows and re-designed the service learning website to help students find service learning opportunities
- Wireframed new pages to provide detailed, user-oriented information on the program and various opportunities for both new and returning students
- Led the high-fidelity re-design efforts on the donations page, increasing donations by 13%, as well as the homepage that led to a 24% increase in user retention

### Project Lead & UX Designer VoteAdvisor - UW Design for America

Sept. 2020–Jun. 2021

- Managed a team of six designers working through the design process, aiming to create a platform that will encourage young voters to participate in upcoming elections
- Prototyped a website on InVision to motivate young voters to track local elections and candidates while educating them on resources and the impact of voting in local elections

### UX Specialist Intern The Boeing Company

Jun. 2020–Sept. 2020

- Assisted with the research and design of One Learning, a centralized gateway that efficiently connects the Boeing workforce to personalized learning resources
- Designed and delivered multiple new iterations of One Learning using the SAFe (agile) method, Sketch, and InVision in order to make it more conducive to learning
- Researched user feedback and pain points using multiple techniques, such as card sorting, during 9 rounds of usability testing for both current and new iterative states
- Drove design decisions, such as implementing responsive screens, based on user feedback and the business values of our stakeholders, increasing user satisfaction by 18%

### Researcher Human Centered Design & Engineering Department

Apr. 2019–Jun. 2020

- Led a co-design team of five people, ranging from 54 to 83 years old, to prototype a mobile application that could improve healthcare for older adults

## Education

### University of Washington B.S., Human Centered Design & Engineering

Interdisciplinary Honors

Informatics Minor

Graduation: June 2021

Cumulative GPA: 3.78 (Cum Laude)

## Skills

### Design Skills

Prototyping

Mobile App Design

Web Design

End-to-End Designing

Low-Fidelity Wireframing

High-Fidelity Mockups

Usability Testing

Interaction Flows

Design Strategy

Moderated Testing

Responsive Design

A/B Testing

Visual Design

### Software

Figma

UserTesting

Lucid

InVision

Sketch

Tableau

Adobe Creative Cloud

### Programming

HTML/CSS

Java

Python

R

SQL

JavaScript

### Soft Skills

Leadership

Communication

Cross-Team Collaboration

Workshop Facilitation

Hindi (Intermediate)

## Honors

Winner, Best Use of Technology,  
HCDE Capstone (June 2021)

Finalist, Informatics 200 "Best  
Overall Design" Award (April 2019)

1st Place, Seattle University Business  
Plan Competition (May 2020)