

MIHRAN SIDDIQUI

London | Mobile: 07444 030229 | Email: mihran.siddiqui@gmail.com | Portfolio: <https://msidd007.wixstudio.com/mihran-siddiqui> | LinkedIn: www.linkedin.com/in/mihran-siddiqui-914352338

About Me

I am a UX/Product Designer with a background in Product Design and User Experience Engineering, enthusiastic about creating intuitive and meaningful user experiences.

I am currently a master's student at *Goldsmiths, University of London*, and am exploring opportunities in UX and Product Design, with an interest in research, interaction, and digital systems. My approach combines creative thinking with an analytical mindset, shaped by both my design and engineering background.

Based in the UK and open to junior opportunities worldwide, I enjoy working on projects that challenge me to learn, grow, and make a tangible impact.

Education

Goldsmiths, University of London | MSc User Engineering Experience

Sept 2024 – Present

- **Modules:** Human Factors, UX Research Methods, UX and the Web, Interaction Science, Designing Information and Services, The UX of AI

University of Strathclyde | BSc (Hons) Product Design and Innovation (Achieved 2:2)

Sept 2021 - June 2024

- **Modules:** Design Emotion Experience, Advanced Design Methods, Product Prototyping, Production Techniques, Advanced Product Design and Manufacture.

Experience

Product Design Intern, Godrej & Boyce

July 2024 – November 2024

Project: Mosquito Racket Redesign

- Led User Research, Competitor Analysis, and Usability Testing to identify key pain points and improve user experience.
- Conducted ideation sessions, sketching, and rapid prototyping, refining designs based on iterative user feedback.
- Developed high-fidelity prototypes using CAD & 3D modelling, optimizing for ergonomics, manufacturing feasibility, and sustainability.

Projects

Peacing Together – Building Common Ground Piece by Piece | Research Project

April 2025 – June 2025

UX Designer and Researcher | Finalist: IDC Design Challenge 2025

- Co-designed tile-based collaborative game for conflict resolution targeting users aged 7+, based on cognitive development research
- Applied child-centred design principles, incorporating turn-based mechanics and visual storytelling to facilitate emotional regulation
- Created flexible game framework adaptable to diverse cultural contexts and organizational settings
- Developed prototype addressing peer mediation needs found in educational research, promoting prosocial behaviour development

UX Researcher and Product Designer | Nominated: UX Design Awards 2025

- Led user-centred research using Double Diamond method, conducting surveys with 50+ students and interviews with 12 academics to find research workflow pain points.
- Designed AI-powered microlearning platform featuring personalized research summaries, reducing paper review time.
- Created comprehensive user personas, information architecture, and high-fidelity prototypes using Figma.
- Implemented accessibility-first design (WCAG-compliant) with screen reader support and multi-language functionality.
- Conducted usability testing with 15 participants, iterating designs based on feedback.

Lead UX Researcher, System Designer and Service Designer

- Designed comprehensive framework for cataloguing intellectual property assets, streamlining IP discovery process for internal stakeholders.
- Conducted user research across departments, mapping existing IP documentation workflows and identifying critical pain points.
- Created interactive IP questionnaire and AI-powered chatbot prototype, reducing IP documentation time.
- Collaborated with legal advisors and business strategists to align design solutions with commercial objectives, resulting in structured roadmap for IP commercialization.

Skills

- Design & Prototyping:** Figma, Sketch, Adobe Creative Suite, SOLIDWORKS, CAD & 3D Modelling
- Research Methods:** User Interviews, Surveys, Usability Testing, Task Analysis, Heuristic Evaluation, A/B Testing
- Technical:** Information Architecture, Wireframing, High-fidelity Prototyping, Accessibility Design (WCAG)
- Analytics:** Google Analytics, User Journey Mapping, Data-driven Design Decisions
- Collaboration:** Cross-functional Team Leadership, Stakeholder Management, Design Systems

Certifications & Recognition

Google UX Design Professional Certificate	July 2024
Innovation Through Design – University of Sydney	July 2022
Certified SOLIDWORKS Associate	May 2022