Siddharth Mehta

Product Designer | Design Engineer

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SUMMARY

Product designer and design engineer with 4+ years across enterprise SaaS, healthcare, hospitality, fintech, agentic systems and spatial computing. Owns research, interaction design, visual systems, prototyping and build QA, with code used to test and ship the work.

EXPERIENCE

Design Engineer | Compete

New York, NY | Dec 2025 - Jul 2026

- Designed and shipped onboarding, athlete profiles, challenges, rankings, rewards and athlete and judge workflows for a video-based sports platform.
- Prototyped AI coaching and scoring, plus progression systems for XP, badges, streaks, leaderboards and live competition feedback.
- Led physical branding and print collateral for a live competition attended by 500 athletes.

XR Developer | EyeJack

New York, NY | Jun 2025 - Oct 2025

- Built ENCODED at the Metropolitan Museum of Art, a public AR exhibition spanning 25 artworks and 2,000+ visitor activations.
- Owned on-site Polycam capture, photogrammetry, prototyping, QA and Niantic Lightship VPS deployment under live museum constraints.
- Recognized by two 2026 Webby Awards: Best Use of AR and Best Community Engagement.

UI/UX Designer | Deloitte Digital

Bangalore, India | Aug 2022 - May 2024

- Designed enterprise products and responsive workflows for Marriott, Del Taco, Yum Brands, M Health Fairview and Salesforce.
- Led discovery, stakeholder interviews, flows, wireframes, high-fidelity prototypes, design documentation, handoff and build QA.
- Shipped work across 100+ franchise stores and 9,000+ Marriott properties; Marriott reported a 17% lift in employee usage and customer satisfaction.

Product Design Intern | Philips

Mumbai, India | Jun 2021 - Aug 2021

- Created a health-tech prototype that translated cardiovascular signals into clear behavior-change prompts and interaction patterns.
- Led synthesis, concept testing, interaction design and usability improvements; increased engagement by 28% through clearer feedback loops.

Design Intern | Leaf Design

Bengaluru, India | Mar 2021 - May 2021

- Designed fintech UI, product flows and visual systems for Mool, recognized with a 2021 Kyoorius Design Award.

EDUCATION

MFA, Design and Technology | Parsons School of Design, The New School | New York | 2024 - May 2026 | GPA 3.8/4.0 | Maximum Scholarship

BFA, Communication Design | Atlas SkillTech University (ISDI) | Mumbai | 2018 - 2022 | GPA 3.6/4.0 | Scholarship

AWARDS

Webby Awards 2026 | Best Use of AR and Best Community Engagement, ENCODED at the Met **Kyoorius Design Award 2021** | Mool fintech product design
MIT Reality Hack 2026 | Selected from 2,500+ applicants

SKILLS

Design: Product design, UX research, interaction design, information architecture, service blueprints, prototyping, design systems, accessibility, motion, visual design, developer handoff. **Tools:** Figma, Adobe Creative Suite, After Effects, Xcode, Unity, TouchDesigner, Three.js, Blender, RealityKit. **Code and AI:** Swift, SwiftUI, JavaScript, HTML, CSS, Python, C#, Metal, WebGPU, Claude Code, Figma MCP, WebLLM.