

SIDDHARTH MEHTA

product designer | creative technologist

[LinkedIn](#) [Portfolio](#)

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About

I design thoughtful digital experiences at the intersection of product, systems, and storytelling. My work spans UI/UX, branding, and immersive environments, translating research and business needs into interfaces that are both intuitive and expressive.

I'm particularly interested in interactive and spatial mediums, exploring how AR and emerging technologies can shape more engaging experiences grounded in human emotion and real world narratives.

The New School Parsons · NYC · 2024 - 2026

Master of Fine Arts in Design and Technology
GPA: 3.8 / 4 · Maximum Scholarship Recipient

Atlas Skilltech · Mumbai · 2018 - 2022 ·

Bachelors of Fine Arts in Communication Design
GPA: 3.6 / 4 · Scholarship Recipient

Experience

Eyejack

XR Developer - New York City · Jun 2025 - Oct 2025

- Helped build Encoded, an Augmented Reality exhibition at the Metropolitan Museum of Art that reinterpreted American art through Indigenous perspectives, bringing 25 paintings and sculptures to life
- Owned the on site to implement 3D scanning and photogrammetry using Polycam for location based AR experiences and deployed assets on Niantic's Geospatial Browser for real world interaction
- Drove **2,000+ user activations** and earned media coverage on Artnet and other publications, reflecting strong audience engagement

Deloitte

UI UX Designer - Bangalore · Aug 2022 - May 2024

- Designed and shipped enterprise products for clients including Marriott, Del Taco, Yum Foods, Fairview Health, and Salesforce
- Led research, user flows, and interface design across projects, working cross-functionally with product, engineering, and client teams
- Delivered platforms across 100+ franchise stores and 9000+ hotel properties, **improving inventory accuracy by 17%**

Philips

Product Design Intern - Mumbai · Jun 2021 - Aug 2021

- Created a workplace health platform for employees at risk of cardiovascular disease, enabling early detection and preventive care
- Led research and prototyping using wearable data including heart rate, activity, sleep, and blood pressure
- **Improved employee health engagement by 28 percent** during pilot deployment through personalized monitoring

Awards

MIT Reality Hack 2026 Selection

Selected from 2,500+ applicants to participate in the MIT Reality Hack representing Parsons School of Design

2021 Kyoorius Design Award Winner

Awarded Kyoorius Design Award for Mool, a financial management application with an Indian visual identity

Student Council Representative

Chosen as the class representative to represent my first year cohort on the college Student Council committee

Skills

Tools

Unreal Engine, Figma, Adobe Suite, Unity, TouchDesigner

Tech

Python, Vercel, JavaScript, HTML, CSS

Product Design

UX Design, UI Design, User Research

Creative

Films, Branding, Illustration, 3D Modeling, Motion Design