

Siddharth Mehta

Product Designer | UI/UX Designer | Creative Technologist

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SUMMARY

Product Designer focused on product strategy, UX research, interaction design, design systems, and AI-driven interactive experiences. Shipped UI/UX work at Deloitte Digital across hospitality, food service, healthcare, and Salesforce workflows, with additional product prototypes in health-tech, fintech, and spatial computing.

EXPERIENCE

Design Engineer - Compete

New York, NY | Dec 2025 - Jul 2026

- Designed, shipped, and tested end-to-end product experiences for a video-based sports platform, and prototyped AI coaching and AI scoring workflows alongside onboarding, athlete profiles, challenges, rankings, rewards, and athlete and judge experiences.
- Created and tested gamification systems for XP, badges, streaks, leaderboards, live scoring, and competitive progression, translating complex scoring states into clear, motivating feedback.
- Led physical branding for a live competition attended by 500 athletes, creating the event identity and print collateral while supporting on-site competition and scoring.

XR Developer - EyeJack

New York, NY | Jun 2025 - Oct 2025

- Helped build ENCODED at the Metropolitan Museum of Art, a public AR exhibition spanning 25 artworks; translated spatial UX and technical constraints into a clear visitor-facing interaction experience.
- Owned on-site 3D scanning, photogrammetry, asset capture, prototyping, QA, and location-based AR implementation for real-world museum conditions.
- Drove 2,000+ activations and earned Artnet coverage; recognized by two 2026 Webby Awards for Best Use of AR and Best Community Engagement.

UI/UX Designer - Deloitte Digital

Bangalore, India | Aug 2022 - May 2024

- Designed enterprise SaaS products, internal tools, customer journeys, service blueprints, and responsive web workflows for Marriott, Del Taco, Yum Brands, Fairview Health, and Salesforce.
- Led discovery, stakeholder interviews, competitive research, personas, journey maps, user flows, wireframes, high-fidelity mockups, Figma prototypes, design documentation, and developer handoff.
- Partnered with product managers, engineers, and clients to ship scalable UX/UI across 100+ franchise stores and 9,000+ hotel properties, improving inventory accuracy by 17%.

Product Design Intern - Philips

Mumbai, India | Jun 2021 - Aug 2021

- Created a health-tech product prototype and wearable-data experience translating cardiovascular signals into clear behavior-change prompts and interaction patterns.
- Led research synthesis, concept testing, interaction design, prototyping, and usability improvements; increased engagement by 28% through clearer feedback loops.

Design Intern - Leaf Design

Bengaluru, India | Mar 2021 - May 2021

- Contributed fintech UX/UI, high-fidelity wireframes, visual systems, and product flows for Mool, a neobanking app recognized with the Kyoorius Creative Award 2021.

EDUCATION

Master of Fine Arts in Design and Technology - Parsons School of Design, The New School

New York, NY | 2024 - May 2026 | GPA 3.8 / 4.0 | Maximum Scholarship Recipient

Bachelor of Fine Arts in Communication Design - Atlas SkillTech University (ISDI), Mumbai

Mumbai, India | 2018 - 2022 | GPA 3.6 / 4.0 | Scholarship Recipient

AWARDS

Webby Awards 2026 - Best Use of AR and Best Community Engagement, ENCODED at the Met.

MIT Reality Hack 2026 - Selected from 2,500+ applicants; built AR/VR prototype with cross-functional team.

Kyoorius Creative Award 2021 - Awarded for Mool, a fintech UX/UI product design project.

SKILLS

Design: Product Design, UX Research, Research Synthesis, UI Design, Interaction Design, Interactive Prototyping, Information Architecture, User Flows, Journey Mapping, Service Blueprints, Wireframing, Usability Testing, Design Systems, Component Libraries, Motion Design, Animation, Visual Design, Accessibility, UX Writing, Developer Handoff.

Tools: Figma, FigJam, Sketch, Adobe Creative Suite, After Effects, Xcode, Unity, Unreal Engine, TouchDesigner, Three.js, Blender, RealityKit, Reality Composer, SceneKit, ARKit, Git.

Code and AI: Swift, SwiftUI, UIKit, Metal, Shader Writing, JavaScript, HTML, CSS, Python, C#, Arduino, WebGPU, Vercel, AI-Assisted Workflows, LLM Tools, Prompt Engineering.

Domains: Enterprise SaaS, B2B, Health-Tech, Fintech, Hospitality, Food Service, Salesforce Workflows, Data Products, Creative Technology, AR/XR, Spatial Computing.