

Srinivas Midhun Siddamsetty

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ABOUT

Product Designer with experience delivering end-to-end experiences across enterprise, AI-powered, web, and mobile products. Skilled in systems thinking, user research, interaction design, prototyping, conversational UX, and AI-assisted workflows. Experienced in translating complex user and business needs into intuitive solutions and partnering with cross-functional product, engineering, and research teams to deliver impactful, user-centric, and data-informed outcomes.

EXPERIENCE

Product Designer | PennTAP Aug 2025 – May 2026

- Designed and delivered a grant allocation dashboard for \$40M EPA-funded RISE PA program, led end-to-end UX from stakeholder research and journey mapping to high-fidelity Figma prototypes and engineering handoff and increased workflow efficiency by ~70%.
- Championed a unified design system across 5+ enterprise financial tools, defined component architecture, interaction patterns, and instructional guidelines that reduced cognitive load by ~60%, and decreased support queries by 38%.
- Collaborated cross-functionally with stakeholders, program directors, and engineers, facilitated design workshops, presented rationale across levels, and ensured 100% design-to-engineering handoff consistency.

UX Design Instructional Assistant | Pennsylvania State University Sep 2024 – Jul 2025

- Mentored 50+ students on user-centric design, web development, and accessibility — delivered structured critique across iterative project cycles, improved average project scores by 35% based on student feedback surveys.

UX Analyst | Deloitte Jan 2024 – Jul 2024

- Partnered with product managers and engineers on Michigan State's Unemployment Insurance (MI UI) citizen-facing platform, refining user flows, authoring 400+ usability-focused test cases for design QA, and aligning 20+ user stories across 12 agile sprints to bridge UX intent and engineering implementation.

UI/UX Designer | Tandem Digital May 2023 – Jan 2024

- Led 5+ end-to-end product experiences across web and mobile for clients from 4 different industries — led usability tests and UX audits, shaped information architecture and user flows, and proposed 10+ design enhancements that improved usability scores by 35% and lifted user satisfaction by 60%.

CASE STUDIES & PROJECTS

Smart Charge | 1st Place, Figma Config Build Challenge · Behavioral & Systems Design

- Designed a native iOS 26 Battery Settings feature with personalized charging thresholds and time-based triggers, transforming reactive panic-charging into a proactive, configurable experience aligned with Apple's Human Interface Guidelines.
- Defined context-aware trigger logic across 5 conditions and edge-case behaviors, achieving a 45% reduction in reactive low-battery events.

Campus Copilot — Student Self-Service Assistant | Conversational AI · Agentic Workflows

- Shipped an end-to-end AI assistant spanning 6 campus service domains with intent-driven adaptive workflows, grounded in user research and interviews with 30+ newly enrolled students to uncover navigation pain points — reducing search friction by 90%.
- Utilized Claude Code workflow to rapidly prototype and iterate conversational flows, integrated Claude API and shipped to production, validated through usability testing with 98% first-attempt task completion, ~10 second average task time, and 9/10 user satisfaction.

PayPal Collections | Fintech · UX Research · Experience Design

- Conducted user research with 10 freelancers to surface workflow gaps in PayPal's Activity feed, identifying the friction of organizing mixed personal and business transactions.
- Conceptualized and prototyped a user-curated "Collections" feature that brings personalization to the Activity page, bringing in 40% improvement in task clarity and 60% reduction in reliance on external spreadsheets/tools.

SKILLS

Design: UX design, Interaction design, information architecture, design systems, high-fidelity prototyping, responsive design, accessibility (WCAG 2.1), user flows, visual design, KPI-driven optimization.

Research & Strategy: mixed-methods research, user interviews, usability testing, A/B testing, heuristic evaluation, contextual inquiry, journey mapping, empathy maps, personas, storyboarding, questionnaire design, diary studies, survey design & sampling, applied statistics, voice of customer, participatory design, competitor analysis, privacy-centered design, design strategy.

Tools & Technologies: Figma, Framer, Axure RP, Adobe Creative Suite, Miro, JIRA, Azure DevOps, UserTesting, HTML/CSS, Python, Data analysis and visualization, D3.js, P5.js.

AI: LLM-based experience design, agentic workflows, conversational UI, generative UI, prompt engineering, intent modeling, semantic search interfaces, AI-assisted prototyping & design-to-code, MCP, LLM/API integration, Machine Learning (ML), human-centered AI (HCAI).

EDUCATION & CERTIFICATIONS

M.S. Informatics (HCI), Pennsylvania State University — (GPA: 3.9/4.0) Aug 2024 – May 2026

B.Tech. Computer Science & Business Systems, VNR VJIIET Aug 2019 – May 2023

Certifications: Microsoft: Professional UX Design | Google: Professional UX Design & Data Analytics | Georgia Tech: HCI