Siddharth Hardikar

Graduate student at University of Washington MS HCDE | Ex BCG

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Currently pursuing an MS in Human Centered Design & Engineering at the University of Washington, with prior experience as an Associate Designer at BCG. Leveraging a Visual Communication Design background, I specialize in merging visual skills with user-centered design to create impactful, innovative solutions.

Professional Experience

Boston Consulting Group (BCG) | Associate Designer | July 2022 – June 2024

- Worked as a lead visual designer in a dedicated team for the Middle East Region at the BCG Design Studios, and led projects around experiential event design for brand activation, packaging, and branding for 10+ clients
- Leveraged & explored GenAI tools such as Midjourney, DALL.E, CGPT plus, Adobe Firefly on client projects to streamline workflows that increased overall efficiency and speed
- Designed UI for internal dashboards displayed in global townhall events at BCG, showcasing statistics in creative ways involving micro-interactions & animations
- Developed methods of Information Visualization to represent data in consulting reports in visual and creative ways

Mellow Designs Studio | UI/UX & Graphic Designer (Project Lead) | January 2022 – May 2022

- Led UI/UX and brand revamp for Spark Diagnostics, a health-tech client offering portable medical testing kits
- Introduced features including separate onboarding for doctors and patients, usage instructions, family test result monitoring, and instant result sharing for consultations

Bajaj Finserv Health | Visual Design Intern | June 2021 – August 2021

- Designed UI & visuals for their app and website in the DRx section, i.e. the doctor side portal of their product that focused on the features that Bajaj provides to doctors using their services

Transformatrix LLP | Branding Intern | May 2020 – July 2020

- Developed the brand identity for an edu-tech startup (Gurumitra Foundation)

Education

University of Washington, MS Human Centered Design & Engineering
2024-2026, Ongoing

Avantika University, BDES Communication Design
2018-2022
CGPA: 8.83

Skills & Abilities

Design
User Experience · User Research · Creative Visualisation · System Design · User Interface · Visual Design · Wireframing · Low-High Fidelity Mockups · Branding · Creative Writing · Storyboarding ·Typography

Software
Figma · Adobe XD · Wix Studio · Adobe InDesign · Adobe After Effects · Adobe Photoshop · Adobe Audition · Adobe Lightroom · Magica Voxel (3D) · Microsoft Powerpoint · Miroboard

Strengths
Decoding Briefs · Cross-geo Collaboration · Leading projects · Technical Efficiency · Multidisciplinary Capabilities · Meeting Deadlines · Workflow/Process Hygiene

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Certifications

Google - Foundations of User Experience (UX) Design (2022)
Harvard University - HUM12x: Masterpieces of World Literature (2021)