Danial Siddiki

danialtop@gmail.com • (954) 842-0636 • New York, NY • Portfolio: danial.si

WORK EXPERIENCE

Truv, *Senior Product Designer*   **Jul. 2020 – Present**
- Enhanced E2E conversion by 34% through UX design leadership for end users.
- Designed a B2B Dashboard now used by 30+ companies.
- Led a successful 2-person redesign project with comprehensive research.

Mirror AI, *Senior Product Designer*   **Feb. 2019 – Sep. 2019**
- Boosted user retention by 30% through product design leadership for iOS and Android apps.
- Increased download conversion rate on Google Play by 96%.
- Came up with a feature that independently increased user retention by 10%.

Sber, *Senior Product Designer*   **Feb. 2018 – Feb. 2019**
- Led the project from scratch including branding, tone of voice, UI, and UX.
- Since its launch, the app got 1 million downloads and 4.6★ in Google Play and App Store.

Skyeng, *Product Designer*   **Jan. 2017 – Feb. 2018**
- Gained 500,000+ downloads and 4.5★ ratings in Google Play and App Store.
- Lead user experience design of Android and iOS apps.

Cuberto, *UX/UI Designer*   **May. 2016 – Jan. 2017**
- Led UX and UI for FinTech, EdTech, and Social network projects.
- Learned to build user-centric UX and high-fidelity pixel-perfect visual designs.

AWARDS

- 1st place at the gamification contest by Badoo, 2016.
- 2nd place at the AR & Self-driving contest, 2021.
- 2nd place at ICQ design contest, 2016.
- 2x winner at Telegram design contests, 2019 & 2022.
- Winner of the G8 design award, 2018.
- 60th Graphic Design USA Winner, 2023.
- Winner at AngelHack Hackathon, 2015.
- Winner at Accor Hotels Hackathon, 2016.
- 'Best design solution' on Yandex hackathon, 2014.
- Silver Winner at London Design Awards, 2023.
- Silver Winner at Muse, 2023.
- Winner on VK Hackathon, 2020.
- Winner on VK Hackathon, 2018
- Winner in VK design contest, 2018.

MENTORSHIP

- Speaker at UXDX Event, 2024.
- Speaker at Dribbble Meetup, 2017.
- Jury at Davey Awards, since 2023.
- Jury in Webby Awards, since 2019.
- Mentor at STEMist Hacks 2.0, 2023.
- Jury at Rating Runeta, since 2023.
- Awwwards Young Jury, 2020.
- Speaker at PASV Webinar, 2020.
- Jury at Communicator Awards, since 2023.
- Jury at Orpetron, 2023.
- Speaker at ITMO University, 2018.
- Jury at W3 Award, since 2023.

PRESS

- Interviewed at Rusbase, 2019.
- Interviewed at VC.ru, 2020.
- Guest at 'Design is Hard' podcast, 2023.
- Interviewed at HightechFM, 2020.
- Interviewed at KP, 2022.
- Interviewed at Skillbox Media, 2023.

PROJECTS

- Artwalls, iOS App with 100K+ installs, 2019.
- Vision Pro UI Kit, 8K downloads, 2023.
- Figma Community file, 10K downloads, 2021.
- iOS Skins, featured by Product Hunt, 2020.