

Mahnoor Siddiqui

User Experience Designer

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Experience

User Experience Designer | General Motors

04/2021 - Present, Austin, TX

- Serving as a project design lead to enhance legacy applications for dealership technicians, leading to quicker vehicle repair times
- Consulting for and designing Korean Android mobile application for GM Korea Warehouses to enhance usability and global branding
- Leading design workshops with business analysts, software developers, and stakeholders to educate on usability and design systems

Product Design Intern | UNC School of Government

10/2019 - 08/2020, Chapel Hill, NC

- Designed logos and brand identity guide for the IT department & internship program
- Trained new recruits on Figma prototyping, accessibility compliance and heuristics
- Led focus groups to investigate users' needs, sentiments and pain points to create prototypes and user flows
- Utilized Google Analytics & Wordpress to research usability, accessibility to create UX recommendation reports for stakeholders

Application Developer Intern | IBM

06/2018 - 08/2018, Research Triangle Park, NC

- Remodeled and redesigned Business Process Models via SAP Solution Manager 7.2's graphical editor using BPMN 2.0
- Learned and utilized SAP Solution Manager to re-assign and delete 100+ Logical Component Groups for 5+ different customers to maximize usability and efficiency
- Learned IT cross-functionality, Design Thinking and Agile methodology by working alongside a team within an Agile workplace environment

Education

University of North Carolina at Chapel Hill, B.S Information Science

08/2016 - 05/2020

- Studied abroad in Seoul, South Korea from Feb 2019-Jun 2019 (Yonsei University)
- Relevant courses: UI Design, Graphic Design, Interaction Design, Data Analysis & Systems
- Design chair for 2019 Carolina Analytics and Data Science