Mahnoor Siddiqui

Austin, TX • +1 336-858-6481 • msiddiqui.ux@gmail.com • linkedin.com/in/msiddiqui98 •
https://tinyurl.com/mahnoors

Product Designer

UX Designer with 4+ years of experience transforming complex enterprise systems into intuitive, human-centered tools. Dedicated to empowering the workers behind the screen and bridging product, business, and engineering to align vision, execution, and real-world needs. Designing with empathy, delivering with impact, and driving meaningful change.

WORK EXPERIENCE

General Motors • Austin, TX, USA • 04/2021 - Present
User Experience Designer

- Led design enhancements and UX strategy for legacy and greenfield enterprise-level dealer tools, streamlining workflows and enabling dealerships to complete sales and repairs up to 15% more efficiently
- Conducted user research and design sprints during on-site visits to various GM dealerships in the nation, identifying pain points within dealer applications, leading to data-driven design and usability improvements
- Trained product and engineering teams on leveraging the GM design system and Figma design libraries, leading to enhancement in brand consistency throughout IT applications.
- Optimized mobile Zebra scanners for GM Korea Warehouses, leading to a 30% increase in usability and strengthened global branding efforts.
- Mentored and guided an intern over 6 months—accelerating their integration and design competence within the team.

EDUCATION

University Of North Carolina - Chapel Hill
Bachelor of Science in Information Science (HCI Design) • Chapel Hill, NC, USA

CERTIFICATIONS

Enterprise Design Thinking Practioner • 06/2018 - Present
IBM

SKILLS

Tools: Adobe Creative Cloud, Azure, Figma, Jira, Miro, Sketch

Languages: CSS, HTML, Java, SQL

Design: Enterprise Design, Interaction Design, Logo Design, Product Design, Prototyping, Usability Testing, User Interface Design, User Research, UX Design, Visual Branding