

Mahnoor Siddiqui

(336) 858-6481 • msiddiqui.ux@gmail.com • linkedin.com/in/msiddiqui98

Senior Product Designer

Senior Product Designer with 5 years of experience leading end-to-end design for enterprise platforms used by thousands of operational and frontline users. Specializes in complex workflows, AI-powered experiences, and design systems that drive measurable efficiency, speed, and business impact.

WORK EXPERIENCE

Product Designer

04/2021 - Present

General Motors • Austin, Texas

- Led end-to-end product design for enterprise platforms supporting 1,000+ dealerships across highly regulated workflows, delivering ~15% improvement in operational efficiency.
- Spearheaded the design of an AI-powered dealer search experience using natural-language queries and intelligent filtering, streamlining search-to-sale workflows and cutting interaction complexity by 89.9% (314 user interactions to 32).
- Designed data-intensive dashboards for legal dealership processes that improved information integrity and reduced manual review and errors by consolidating 18 legacy applications into one unified application.
- Facilitated cross-functional discovery workshops, retros and design sprints across 6–8 teams, reducing rework and late-stage scope changes in delivery.
- Presented research-backed design strategy, design systems, and UX roadmaps to senior engineering and product management leaders, using metrics and user research to support design system adoption, promote early-collaboration and ensure IT-wide design strategy rollout.
- Conducted on-site dealership user research to observe workflows, interview users, and gather insights, in order to inform design decisions and get stakeholder buy-in.

EDUCATION

Bachelor of Science in Information Science (HCI Design)

University Of North Carolina - Chapel Hill • Chapel Hill, NC, USA

05/2020

CERTIFICATIONS

Enterprise Design Thinking Practitioner

06/2018 - Present

IBM

SKILLS

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

Languages: CSS, HTML

Design: Design Systems, Interaction Design, Product Design, Prototyping, User Interface Design, User Research, UX Design