

Siddartha Kandikonda

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 +91 95811 28488

 siddhusiddarth@gmail.com

Product Design Leader | 13 Years Building Scaled, Monetizable
Consumer Products | ₹61L+/Day Revenue

CORE SKILLS

Design: Mobile-First • Web • Motion • Design Systems • AI-Assisted Workflows

Strategy: Consumer Product • Payments • Psychology • Growth Frameworks • A/B

Leadership: Cross-Functional Collaboration • User Research • Mentorship

EXPERIENCE

Design Manager, ShareChat

Bangalore, September 2022 – Present

- **Lead ShareChat's design function:** a 17-member team of product, visual, and motion designers, copywriters, and UX researchers across **multiple product lines**, growing designers into leads through weekly critiques and 1:1 mentorship
- Own **end-to-end customer experience** for ShareChat, Moj, Reva, QuickTV, and new launches including Magic Sharing, serving **10M+ active users**
- Led design for products generating **₹61L+/day in revenue** across payments and live commerce, including **one-tap UPI payment design** shipped across products, with Reva reaching **₹24L+/day GMV**
- **Led design and launch** of Vibely, a real-time audio/video calling app built from scratch with product and engineering, reaching **₹26L/day in revenue** within months; led **QuickTV's design** and brand direction to **₹35L/day**
- Shaped product roadmaps through **continuous user research** (weekly interviews, usability rounds, A/B experiments), including **retention and trust studies** that changed how payment features were built
- Drove **personalization** features increasing user engagement by **45%** through **behavioral design principles** and growth
- Built and govern the **design system** used across product lines; set **design quality standards** and review rituals for the full team
- Rolled out **AI across the design workflow** for all 17 designers: design-to-code, asset, video, and animation generation

Lead Product Designer, PI.EXCHANGE, No-Code ML

Australia (remote), August 2020 – August 2022

- Sole designer responsible for **redesigning and scaling** the platform across enterprise and SMB segments
- Led **8 usability testing** rounds, resulting in **60% boost** in trial **sign-ups** and onboarding **3 enterprise clients**

- **Facilitated regular design sprints** with data scientists and engineers, **cutting iteration cycles by over 30%**

Founder, HelloFello Design Studio

Hyderabad, September 2017 – July 2020

- Delivered **50+ consumer-facing design** projects across e-commerce, SaaS, and social impact, by **managing 10–12 member** cross-functional team and scaling studio from **0 to 50 projects in 3 years**
- Led **design thinking workshops** contributing to **₹1M fundraising** milestone for NutriHub, a govt organization.

Branding & Sr.UX Designer, WalkingTree IT Services

Hyderabad, February 2016 – August 2017

- Delivered **13+ web, hybrid and native apps** on tight deadlines, optimizing user flows; **rebranded** company identity, **expanding market share by 25%**

Branding & Product Designer, DrugHub (IoT Healthcare)

Hyderabad, October 2013 – February 2016

- Designed **end-to-end IoT healthcare** product; design and patient research **contributed to \$25M** in initial funding

Earlier: Advertising & Brand | Mumbai / Delhi, 2011 – 2013

- Account Manager at **Strawberry Frog** (Goa Tourism, Mahindra, Lakme), contributing to the agency's first **₹10 Cr+ milestone**; Advertising Intern at **Ogilvy**, Delhi

EDUCATION

MBA, Media Management | Amity University | 2010–2012

B.Tech, Computer Science | K.I.E.T | 2004–2008

CERTIFICATIONS

Growth.Design Product Psychology Masterclass

Design Sprint Master AJ & SMART