

Sidharth Partheepan



Phone: [+61 430017857](tel:+61430017857)



Email: sidprat@gmail.com



Website: portfoliosid.art

Work Experience

Lead UX Designer, Focus Bear

(Jan 2026 - Current)

- Conceptualised and designed the new Focus Session Experience for the mobile app improving the activation rate by nearly 30%.
- Designed and maintained a brand new ADHD-friendly design system for Focus Bear featuring 40+ responsive components.
- Oversaw all design efforts at Focus Bear, leading a team of 4 designers.

User Experience Designer, AppDynamics (Cisco)

(July 2020 - July 2023)

- Conceptualized, designed and delivered every entity for Kubernetes Monitoring in AppDynamics Cloud.
- Simplified the synthetic web experience, achieving a 30% reduction in troubleshooting time.
- Conceptualized and designed the Events Tool Page - a precursor to all MELT experience formats across the product.
- Spearheaded team cultural initiatives by organizing over five events and hosting guest speakers.

User Experience Design Intern, Microsoft

(May 2019 - July 2019)

- Reimagined OneDrive image previewing, increased engagements by 20%.
- Conducted user research and usability testing, gathering insights from over 60+ users to inform design improvements.

Motion Design Intern, Eunoians Creative Studio

(May 2018 - July 2018)

- Designed and delivered 5 FIFA World Cup 2018 projects, driving a 15% increase in audience engagement over digital platforms such as Instagram, Facebook etc.

Education

Master's Degree - Master of Design

Monash University
Australia / Graduated 2025
84.81 WAM

Bachelor's Degree - Bachelor of Design

Indian Institute of Technology Guwahati
India / Graduated 2020
82.875 CGPA

Achievements & Certificates

- Studio Achievement Award - Interaction Design 2025
- Insights for Innovation Certificate - IDEO U 2022
- Certified Interviewer - CISCO 2021

Proficiency

Skills

Motion Design, Data Visualisation,
Storytelling, Speculative Thinking

Tools

Figma, Claude, Sketch, Adobe Creative Suite,
ProtoPie, Cinema4D, Blender, Rhino3D