

**PERSONAL INFO** Name Siddharth Muthyala  
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D.O.B 18/OCT/1982  
Nationality Indian  
Sex Male

## SUMMARY

I have fun making something new and love creating products. I identify myself as a design leader, and designing strong concepts through a blue sky design approach is where I excel at. I have a strong Product Design and Interaction Design background and over 8 years of professional design experience.

As a Lead Interaction and Design Manager I work across teams to facilitate product development and have gained strong expertise in designing compelling User Experiences, Product Concepts, User Research, Rapid Prototyping, UI/UX Design and Design strategy.

I have successfully designed and launched products both as part my professional career and as an independent entrepreneur.

## SPECIALITIES

Concept Development | Product Development | User Research  
| Prototyping and Design | Visual UI Design | Storyboarding and Scenarios

## EXPERIENCE

JAN 2010 -PRESENT

### **LEGO Systems, Billund, Denmark Design Manager**

As a Design Manager and Concept Designer I lead a project and a group of designer to come up with the “future of play”.

I play a key role in Front-end concept development, working with new and developing technologies to apply to toy design.

AUG 2013 -PRESENT

### **Founder @ NONAPKIN <http://nonapkin.com/>**

Nonapkin is a recipe app for the social generation. Discover, share and create beautiful step-by-step photo recipes the community.

I lead development of Concept Design, UI, UX as well as managing product development. The App is currently live and seeing active usage.

NoNapkin has 4 founders.

## EXPERIENCE

- JAN 2012 - PRESENT** **Launched 2 social photo apps. YOLOgram and Snippic (currently live)**  
I conceptualized, designed and produced 2 social photo animation apps along with 1 other co-founder. Snippic is photobooth with a live animated photo-wall app for iPad.  
  
YOLOgram is a ephemeral messaging app using GIF animations.(Launched July 2014)
- SEPT 2008-2010** **User Experience Designer Freelance**  
User Centered Design projects with professionals from leading firms including DSB, Live!Work, IDEO, LEGO and Novo Nordisk at Copenhagen Institute of Interaction Design
- MAR 2008** **Designer at GreenSchool Bali, Indonesia**  
Assisted the Design and Architecture team in design projects for the school. Helped design and plan the Kindergarten.
- AUG 2007** **Team lead, Nokia Design Oasis, Nokia, India**  
Team lead for a 4 person student team through research and concept development.
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## EDUCATION

- 2008 - 2010** **Copenhagen Institute of Interaction Design, DENMARK**  
Interaction Design and User Experience Design (masters prog)
- 2001 - 2006** **Srishti School of Art, Design and Technology, INDIA**  
Furniture and Product Design (under grad prog)
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## SKILLS

- PERFECT** ADOBE SUITE Photoshop, Illustrator, After Effects, Premier, CAD programmes (3D MAX, Maya)
- WORKING** Unity Game development