

Isabelle Sidik

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Product Designer driven by how people think and how it shows up in the way they act. 2+ years of experience in designing consumer-facing products across mobile and desktop, I focus on translating complex systems into intuitive flows that scale. With AI integrated into my design process, I turn ideas into impactful products, from concept to final execution.

÷ Education

University of California, Los Angeles (UCLA)

Los Angeles, CA

B.S. Cognitive Science, Specialization in Computing · GPA: 3.89/4.0

÷ Experience

Circles

Aug 2024 to Sep 2026

Product Designer (Contract)

- Owned and optimized Jetpac Global's eSIM discovery-to-purchase flow, serving **500K+ customers** worldwide.
- Executed a **full design overhaul** for the company's web rebuild, building new components for high-impact touchpoints — including comparison, partnership, and product detail pages.
- Shipped a **novel bulk-purchase feature**, scaling the platform to support multi-quantity eSIM transactions and opening a new revenue stream from group and family travelers that now makes up **11%** of all transactions.
- Identified UX pain points using customer support data and redesigned key steps in the eSIM post-purchase installation flow, **reducing support tickets by 17%**.
- Partnered with cross-functional teams to translate product requirements into data-driven designs, leveraging A/B testing data to validate and scale high-impact solutions.

The Frank Network

Apr 2024 to Jul 2024

UI/UX Intern

- Conducted **competitive analysis** and **A/B testing** to improve core features of a social wellness app, including event scheduling and profile management.
- Designed **high-fidelity interactive prototypes** for **key growth userflows** — leaderboards, post creation, and onboarding — to translate business objectives into intuitive user journeys.
- Created **micro-interactions** and motion graphics that reinforced brand identity and provided users with clear visual feedback throughout the experience.

Karrder Tech

Sep 2022 to Dec 2022

UI/UX Intern

- Implemented **growth-focused initiatives**, leveraging first-time-user promotions to drive app downloads and improve acquisition, traffic, and retention.
- Produced **30+** visual assets and graphics, strengthening brand identity and increasing engagement in support of the company's community-building vision.
- Contributed to design ideation and **pitched UX enhancements**, including a streamlined onboarding flow and a more intuitive discovery algorithm.

÷ Skill & Tools

Skills: Product Design, Interaction Design, Typography, Motion, Design Systems, Information Architecture, Prototyping, Front-End Implementation, User Research, Usability Testing, AI-Assisted Design, Design Thinking

Tools: Figma, FigJam, Figma Make, Framer, Webflow, Claude, Claude Code, Cursor, HTML/CSS/JS, React, Google AI Studio, Adobe Creative Suite