

# AIMAN AFZAL ARAIN

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## EDUCATION

### Minerva University

San Francisco, CA

BSc in Computational Science and Arts and Humanities

May 2027

- #1 most innovative university (WURI), 7 global cities as campus, 80%+ international student body, 1.02% admission rate.
  - Relevant Coursework: Design Thinking, Agile Software Development, Empirical Analysis, Statistical Modeling.
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## PROFESSIONAL EXPERIENCE

### TECHO ARGENTINA

Buenos Aires, Argentina

Product Designer

August 2025 - Present

- Launched TECHO's 1st online store (fundraising channel) & delivered MVP in 8 weeks after scoping legal, payments, delivery.
- Designed storefront IA and checkout UI in Figma, reducing steps from 9 to 3 and clarified copy, increasing conversion by 15%.
- Integrated Mercado Pago and delivery UI, reducing order-to-dispatch time by 30% and checkout errors by 40%.
- Led a go-to-market (email/social/SEO and visual refresh), increasing qualified traffic by 25% and add-to-cart rate by 18%.

### FUTRE

Remote, Mountain View, CA

Associate Product and User Manager

Nov 2024 - Present

- Designed, specified, and tested an AI career recommender in 5 weeks, increasing pilot match satisfaction by 68%.
- Designed interactive Figma prototypes and moderated 48 Zoom interviews to prioritize changes that raised task completion by 70%.
- Collaborated with the engineering team to redesign matches, career details, and flow UX; documented design systems and specs.
- Analyzed GA4/Looker data to optimize onboarding and reduce load times, increasing activation by 19% and clicks by 24%.

### BEARVFX AND MICROSOFT

Taipei, Taiwan

Product Design Manager

August 2024 - December 2024

- Led a 5-person team to prototype an AI EdTech platform, reducing educator workload by 80% in pilot workflows.
- Conducted research with 200+ teachers/students; prioritized the top 3 pain points into a clear design roadmap.
- Shipped an interactive prototype (Python + Unreal Engine + Azure OpenAI), improving task completion by 22% in usability tests.

### Vox Media and Eater SF

San Francisco, CA

Research Team Leader

August 2023 - April 2024

- Synthesized LLM-based analysis of audience reactions to LGBTQ+ coverage, surfacing insights that shaped product decisions.
  - Delivered an A/B-tested headline/card template and content timing playbook, increasing public engagement by 62%.
  - Partnered with journalists to streamline page templates and CMS flows, reducing median article build time from 45 to 9 minutes.
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## LEADERSHIP AND PROJECTS

### [Nixor Corporate Board of Directors](#)

July 2020 - August 2022

- Advised 13 companies (250+ employees) on strategy, operations, finance, and marketing, improving project execution by 80%.
- Owned roadmap & KPIs for 150+ projects and standardized intake/prioritization to align goals with measurable impact.
- Raised \$13K for education policy initiatives via targeted donor outreach and events; prioritized funds to highest-impact programs.

### [THE VINTAGE FLAIR](#)

July 2020 - Present

- Founded an e-commerce brand for handcrafted journals (cotton paper/leather) with personalized orders; designed and built the storefront UI/UX end-to-end (catalog, checkout, fulfillment) and A/B-tested images/copy/bundles to lift conversion.
  - Led product, pricing, and channel strategy; expanded from direct-to-consumer to government-backed distribution, delivering +35% YoY revenue, +20% margin, +40% sales volume.
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## SKILLS:

**Product:** user-centered design; high-fidelity prototyping (Figma); visual design systems; typography; motion/interaction specs

**Research & experiments:** user interviews; usability testing; A/B testing; funnel analysis (GA4/Looker)

**Web prototyping:** HTML/CSS; JavaScript/React/Next.js; handoff with specs to Engineering

**Data & tools:** SQL, Python (NumPy, Pandas, scikit-learn), Jira, GitHub, Agile/Scrum

**AI in design:** LLM-assisted analysis (OpenAI API); image generation (if used)