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# AMAN KUMAR

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## EXPERIENCE

### **HW Infotech**

#### *Product Management Intern*

05/2020 - 08/2020

- Conducted CRO experiments (A/B and Split) on the landing page to increase leads and conversions
- Improved micro-conversions on the pricing page by 3-7 percent
- Collaborated with the design team to implement empty states while onboarding new users
- Led a redesign in how IT administrators assigned and activated new licenses

### **San Francisco State University**

#### *Student Product Designer*

11/2018 - Present

- Conducted user research using Google Analytics, Qualtrics surveys and interviewing students
- Designed prototypes for 3 websites based on user research
- Implemented responsive websites and debugged issues that arose with the performance of the websites
- Worked on 50+ fliers, holiday cards, & brochures respecting university branding guidelines

#### *Student Web Developer*

09/2017 - 11/2018

- Redesigned website and incorporated SEO techniques thereby increasing daily traffic by 50%
- Utilized JavaScript and Drupal CMS to design responsive user-interfaces based on branding assets
- Collaborated with staff using Jira and monitored the website traffic using Google Analytics

## EDUCATION

### **San Francisco State University**

Expected Graduation: Dec 2021

B.S. in Computer Science; Minor in Digital Design

## LEADERSHIP, PROJECTS & AWARDS

### **SF Hacks, SFSU**

#### *Co-Director, Design Lead*

- Raised capital from 20+ partners to orchestrate the first collegiate hackathon in San Francisco with over 450+ people in attendance
- Led a 15-person team, which consisted of students working on specific teams related to technology, outreach, logistics, sponsorships, and design
- Manage and approved a \$30,000 event budget with our logistics team lead

### **Weekend | Best User Experience | Mobile Space**

[\[Code\]](#)

*Travel planner mobile app that helps to discover interesting spots and plan out an itinerary beforehand*

- Developed a **Python** script to automate filtering of categories based on user preferences
- Utilized **ScrollView** animation and **Google Maps API** to implement a card-carousel of nearby places
- Deployed **Redux** architecture which significantly improved state reproduction and eliminated timing dependency bugs

### **Ping Pong | Best Game | CruzHacks 2018 | UC Santa Cruz**

- Built a web-based multiplayer game and deployed it on **Heroku**
- Used **Firebase** to sync user data between multiple users
- Designed **RESTful** Backend Server using **NodeJS** and **PostgreSQL** and deployed on **Heroku**

## SKILLS & TOOLS

Usability Testing

Personas

User Stories

Surveying

Affinity Mapping

Lo-fi Wireframing

Hi-fi Wireframing

Prototyping

Figma

Adobe XD

HTML

SCSS

JavaScript

React