

Aman Kumar

**CONNECTING DIGITAL
+ PHYSICAL WORLDS**

amankumar98@outlook.com
(628) 236-7591



Experience

Natura

UX Designer • Sept 2023 - Present • Toronto, ON

- Co-founded the company, managed relationships, and raised over **\$50,000**
- Built user personas and journey maps of homeowners to make informed product decisions, and reached **50+ users for MVP**
- Conducted **market research** and **user interviews** with homeowners to identify pain points and shape product direction from **over 100 data points**

Food Haven

Product Designer • June 2021 - July 2023 • San Francisco, CA

- Re-designed the app experience, **increasing order conversion rate by 20%**
- **Independently owned** and took new features from ideation, prototyping, user testing to production in a fast pace and high stress environment
- **Facilitated workshops**, discovery sessions, developing design strategy and roadmap to improve team alignment and advocate for **user centric design**

SF Hacks

Design Lead • Jan 2019 - Dec 2021 • San Francisco, CA

- Increased consistency, efficiency, and scalability across all our platforms by **developing and implementing a design system**
- **Lead a team of 3** to design and develop the SF Hacks brand, website, brochures, and stickers for the biggest collegiate hackathon in San Francisco attracting **800 people in attendance**

Projects

Food Haven • Redesign Case Study



Lead a rapid Design Sprint to reimagine Food Haven's mobile app experience and meet business goals.

Headsup • Design Challenge



Designed an app using user centered design methodology to help people suffering from migraines track their attacks and determine the causes.

Uber • Case Study



Built a solution to simplifying the airport experience by tracking flights and baggage.

Education

Master's of Engineering Innovation and Entrepreneurship

Toronto Metropolitan University

Relevant Coursework:

Validating Opportunity, Business Strategy and Financial Planning, Customer Discovery and Acquisition

Bachelor's of Science

Computer Science and Minor in Recreation

San Francisco State University

Relevant Coursework:

Internet Application Design, Human Computer Interaction, Digital Product Managemet

User Experience Design

Georgia Tech
Certificate

Interaction Design Specialization

UC San Diego
Certificate

Skills

Surveys
Personas
User Flows
Wireframing
User Research
User Interviews
Design Thinking
Ideation Activities
Product Roadmap
HTML / CSS / React
Prototyping / Figma
Adobe Creative Suite
Metrics & KPI Tracking