

Aman Kumar

**CONNECTING DIGITAL
+ PHYSICAL WORLDS**

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Work Experience

Food Haven

Product Designer • June 21 - Present • San Francisco, CA

- Re-designed the app experience, increasing download rate by 20%
- Independently owned and took new features from ideation, prototyping, user testing to production
- Facilitated workshops, discovery sessions developing a design strategy and roadmap to improve team alignment and advocate for design

HW Infotech

Product Design Intern • May 20 - Aug 20 • Remote

- Improved product page design and saw a jump in conversions rate by 12%
- Paired with front-end dev to review the feasibility of proposed designs
- Worked with major video game publisher as a client to combat high page abandonment rate

SF Hacks

Design Lead • Jan 18 - Dec 21 • San Francisco, CA

- Increased online presence by 60% 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

B. Sc. Computer Science Minor in Recreation

San Francisco State University
Fall 2021

Relevant Coursework:

Internet Application Design,
Human Computer Interaction,
Digital Product Managemet

StudentsWhoDesign

Digital Product Design School
Spring 2020

Coursework:

Visual Design, Product Design,
Prototyping, User Testing,
Research, Case Studies

User Experience Design

Georgia Tech
Certificate

Interaction Design Specialization

UC San Diego
Certificate

Tools | Skills

User Interviews
Survey
Design Roadmap
Prioritization Exercises
Ideation Activities
User Stories
Personas
User Flows
Wireframing
Miro
Figma/Adobe XD
HTML/CSS
Javascript/React