

Aman Kumar

**CONNECTING DIGITAL
+ PHYSICAL WORLDS**

amank.design
amankumar@mail.sfsu.edu
(628) 236-7591



Work Experience

Food Haven

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

- Facilitated workshops and discovery sessions to develop a design strategy and roadmap improving team alignment
- Re-designed the app experience, increasing download rate by 20%
- Took new features from ideation, prototyping, user testing to production

HW Infotech

Product Design Internship • May 20 - Aug 20 • Remote

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

SF Hacks

Design Lead • Jan 18 - Present • San Francisco, CA

- 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
- Increased online presence by 60% across all our platforms by developing and implementing a design system

Projects

Food Haven • Redesign Case Study



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

Headspace • Design Challenge



Designed an app using Design Thinking 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
Prototyping
Figma/Adobe XD
HTML/CSS
Javascript/React