

Aman Kumar

**CONNECTING DIGITAL
+ PHYSICAL WORLDS**

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Experience

Natura

Product Manager • Sept 23 - Present • Toronto, ON

- Co-founded the company, managed relationships, and raised over **\$38,000**
- 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 21 - July 23 • 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 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 19 - Dec 21 • 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
JIRA, Trello
User Flows
Wireframing
User Interviews
Product Roadmap
HTML / CSS / React
Prototyping / Figma
Metrics & KPI Tracking
Agile & Lean Methodologies
Data-Driven Decision Making