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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 user accounts

### 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

### 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
***Research:*** Usability Testing, Personas, User Stories, Surveying
***Ideation:*** Lo-fi Wireframing, Affinity Mapping, PRDs
***Prototyping:*** Hi--fi Wireframing, User Interfacing, Sketch, Adobe XD
***Dev Handoff:*** InVision, Origami Studio, Framer X, Jira
***Programming:*** iOS with Swift, React, JavaScript, Python