

Aman Kumar

**CONNECTING DIGITAL
+ PHYSICAL WORLDS**

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Experience

Food Haven

User Experience (UX) Designer • June 21 - July 23 • San Francisco, CA

- Oversaw design and maintenance of entire product experience including customer facing mobile app and restaurant facing CRM platform
- Independently owned and took new features from ideation, prototyping, user testing to production in a fast pace and high stress environment
- Re-designed the app and website experience, increasing download rate by 20%
- Facilitated workshops and collaborated with stakeholders in discovery sessions to develop a design strategy and roadmap, also improving team alignment
- Conducted user research using Google Analytics, Qualtrics surveys and interviews

HW Infotech

Web Designer • May 20 - Dec 20 • San Francisco, CA

- Designed and improved information architecture on product pages by implementing user-centered design and saw a jump in conversions rate by 12%
- Paired with front-end dev to review feasibility, accessibility and QA of designs
- Worked on checkout conversion funnel for major video game publisher as a client to combat high page abandonment rate

SF Hacks

Design Lead • Jan 19 - Dec 21 • 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
- Developed a marketing strategy to promote the event and increased online presence by 60% by implementing Search Engine Optimization (SEO)
- Created graphics, videos and other digital content for social media campaigns

Projects

Food Haven • UX 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.

Education

**Master's of Engineering
Innovation and Entrepreneurship**
Toronto Metropolitan University
2023 - 2025

**B. Sc. Computer Science
Minor in Recreation**
San Francisco State University
2017 - 2021

Relevant Coursework:
Internet Application Design,
Human Computer Interaction,
Digital Product Managemet

User Experience Design
Georgia Tech
Certificate

Interaction Design Specialization
UC San Diego
Certificate

Tools and Skills

Google Suite
MS Office 365
Adobe Creative Suite
Multitasking
Critical Thinking
Time Management
Prioritization Exercises
Surveys and Analytics
User Flows
Wireframing
Prototyping
Figma/Adobe XD
HTML/CSS
Javascript/React