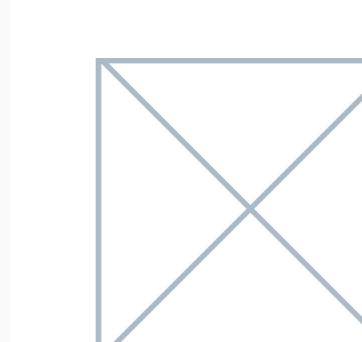


Aman Kumar

**CONNECTING DIGITAL
+ PHYSICAL WORLDS**

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Experience

Natura

Product Manager • Sept 2023 - 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 2021 - July 2023 • San Francisco, CA

- Re-designed the app experience, **increasing order conversion rate by 28%** and **avg time to checkout reduced by 26%**
- **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 2019 - Dec 2021 • 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 Management

User Experience Design

Georgia Tech
Certificate

Interaction Design Specialization

UC San Diego
Certificate

Skills

Surveys
Personas
JIRA, Trello
User Flows
Wireframing
User Interviews
Design Thinking
Product Roadmap
HTML / CSS / React
Prototyping / Figma
Metrics & KPI Tracking
Agile & Lean Methodologies
Data-Driven Decision Making