

Aman Sinha —

Product Designer with 2+ years of experience in shipping global products

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EDUCATION

Carnegie Mellon University, College of Engineering

Aug 2022 – Dec 2023, CGPA 4.0/4.0

Master of Integrated Innovation for Products and Services – Advanced Study

Coursework: **Human-Computer Interaction, User Research, Business Strategy, Data visualization, Design for AI Products**

Activities: Graduate Teaching Assistant: Design Research (Design School), Integrated Product Design (College of Engineering)

School of Planning and Architecture, Department of Architecture

Aug 2015 – Aug 2020, CGPA 4.0/4.0

Bachelor of Architecture, Proficiency Gold Medal, Director's Medal of Excellence, Best Thesis Project

WORK EXPERIENCE

UPMC — Summer Associate, Product Design

May 2023 – August 2023 (3 months), Pittsburgh, USA

- Spearheaded migration of UPMC's design system from a static branding document to Figma using component library and variables for the Corporate Services HQ Team contributing to UPMC's suite of **17 websites**.
- Conducted usability studies, A/B Testing, and moderated/unmoderated user research evaluating HIPAA compliances, data privacy, and digital accessibility affecting **2 million+ monthly users** across **UPMC's \$23 billion healthcare services**.
- Synthesized research findings and crafted insights from usability studies. Low/high fidelity design recommendations supplemented research findings to help increase Lighthouse **digital accessibility scores for UPMC.com by 3%**.

Canon USA – Product Designer (Capstone)

Jan 2023 – May 2023 (5 months), Pittsburgh, USA

- Devised a product concept with **\$400 million revenue potential** and gained approval for development by leadership.
- Contributed directly to explorative, generative, and evaluative user research, laid down product roadmap, took up 3-D prototyping and industrial design, UI/UX of Canon IVY app, high-fidelity visual design for digital marketing and branding. Product currently being patented by Canon USA in the United States.

Handyland – Product Design Lead

Aug 2020 – Aug 2022 (2 years), New Delhi, India

- Led design consulting team of 6 for 12+ global **B2B & B2C** clients across **Edtech, Fintech, healthcare sectors**.
- Drove end-to-end product design for two B2C Educational mobile (Android and iOS) platforms - Mylestone and Learnflix, for one of **India's largest education publishing and services companies**. 100,000+ Downloads with 4/5 Star Rating.
- Strategized web design and data visualization for fast-paced tech startups including Y-Combinator-backed SmartHelio.

PLUS Personalized Learning Squared – Product Design Intern

May 2022 – Aug 2022 (4 months), Pittsburgh, USA

- Rebranded and developed a design system for PLUS – a CMU-based, Stanford-backed Math Learning platform.
- Direct contributions included designing the current PLUS logo and brand's visual personality.

AWARDS

Winner — Philips Service Design Challenge

Philips, IBM, IKEA, SDC, 2023

Designed and proposed a wellness service – Solace. **Won world's largest service design competition** amongst 100+ universities worldwide. Received €4,500 + Design Incubator Prize. Presented at the **Dutch Design Week 2023**, Eindhoven.

Winner — McGinnis Venture Competition

Carnegie Mellon University, 2023

Bagged **first place at CMU's annual venture competition** for a healthcare product concept, D-Sole. \$25,000 in Prize Money.

Winner — The Berkeley Prize

UC Berkeley, 2017

Awarded \$4,000 Berkeley Prize Travel Fellowship (**amongst 3 students globally**) to study sustainable design at Arcosanti.

SKILLS

End-to-end Product Design, Product Strategy, Information Architecture, UI/UX, Design Systems, Interface Design, Wireframing, Cross-functional Collaboration, Human-Computer Interaction, User Research, Usability Testing, Launch.

Tools: Figma, Sketch, Adobe CC, Adobe XD, FigJam, Miro, Blender, Rhino, V-Ray, Tableau, Flourish, Arduino, HTML/CSS, Jira, Notion, Microsoft Office, WordPress Dev, Framer, Google Analytics