

# Aman Sharma

Based in Toronto, CA

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(289) 654-3657

## SKILLS

**UX:** Sketch, Adobe XD, Figma, InVision, Balsamiq

**Design:** Photoshop, InDesign, Illustrator

**Video:** Premiere Pro, After Effects

**Other:** SEO, Google Analytics/Ad Manager, Social Media Marketing

## EXPERIENCE

### **Intuit - Digital Marketing Intern**

September 2021 - Decemer 2021 | Remote Internship

Partnerships: Communicated with partners to create strategic campaigns, redesigned partner toolkit to leverage partner marketing  
Social Media / Ad: Worked with agencies to define campaigns, analyzed performance and managed social media accounts

Data Analysis: Used Tableau to analyze trends, and create an effective lifecycle marketing plan regarding email communications

### **Mentum QR - UI/UX Design Intern**

June 2021 - August 2021 | Remote Internship

Research & Testing: Conducted user interviews and research sessions with consumers and merchants, as well as testing sessions to improve design iterations based on data collected

User Experience Design: Improved the responsivity and usability of a portfolio of scaling products using Figma, ranging from large-screen ordering kiosks to merchant-facing tablet applications

### **TOHacks - Product Designer**

October 2019 - May 2021

Visual Design: Created design systems, wireframes, prototypes, and visual assets for multiple digital products, adhering to web and mobile best practices, using Illustrator and Adobe Suite

Collaboration: Worked with product managers and front-end developers in an agile, cross-fuctional team to conduct research, understand stakeholders and create user flows to improve KPI's

## EDUCATION

### **York University - Schulich School of Business**

September 2017 -June 2022

Bachelor of International Business Administration

*(Specialization in Marketing)*

Top 5 in P&G + York Marketing Association Case Competition  
Exchange Semester in Spring 2022 - Yonsei University, Seoul