

# Aman Sharma

[amansharma.ca](http://amansharma.ca)

[amans.4006@gmail.com](mailto:amans.4006@gmail.com)

[linkedin.com/in/asharma99](https://www.linkedin.com/in/asharma99)

[YouTube.com/@shxrma](https://www.youtube.com/@shxrma)

## Relevant Experience

### Ersnt & Young (EY) • Consultant

May 2023 - present

- Staffed on the Digital Workforce Transformation team
- Work with clients to strategize and implement digital transformation in HR technology and systems (specialization in SAP SuccessFactors)
- Currently transforming and updating client HR system used by over 180,000 employees
- Implementing change with Microsoft Excel, SAP Success Factors

### Intuit • Digital Marketing Intern

Sep 2021 - Dec 2021

- Collaborated with external brand partners to develop and execute strategic campaigns, resulting in increased cross-marketing opportunities and improved partner experience
- Led agency partnerships to define successful campaigns and monitored performance metrics to ensure optimal results; proficiently managed social media accounts
- Utilized Tableau to analyze consumer trends across various demographic dimensions, ultimately providing key insights to inform business strategy
- Developed a highly effective lifecycle marketing plan for email communications in 2022, leveraging analytical insights to enhance customer engagement and satisfaction

### Mentum • Product Design Intern

May 2021 - Aug 2021

- Conducted user research sessions and A/B testing to inform design iterations and improve the overall user experience for both consumers and merchants
- Utilized Figma to enhance the usability of a diverse range of products, including large-screen ordering kiosks and merchant-facing tablet applications
- Achieved a 12% reduction in drop-off rate through a redesign of the main ordering kiosk UI, resulting in increased sales and improved user satisfaction
- Collaborated effectively with a cross-functional team of engineers, product managers, designers, and finance professionals in an agile environment to promote collaboration and ensure seamless project execution

## Education

### Schulich School of Business, York University

Bachelor of International Business  
Administration

Graduated Oct 2022

## Awards

### Rediscover Korea Short Film

Contest (Awarded by the Korean  
Consulate in Canada)

3rd Place Award

Oct 2023

### Southwest X Adobe Creative Jam

Honourable Mention

May 2021

## Tools & Skills

Figma

Sketch

Adobe Suite

Miro / FigJam

Premiere Pro

Google Analytics

Tableau

Visual Design

Prototyping

UX Research

User Flows

Video Editing

Digital Marketing

Data Analysis

## Involvement

### TOHacks

UX Designer Oct 2019 - Apr 2021

Designed hackathon products for  
over 500 attendees and 60+ judges