Aras Siddiqui

PRODUCT MANAGER

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Education

Bachelor of Technology in Automation | *McMaster University*   *Hamilton, Ontario*
Graduated - April 2023

- Graduated with a **Business Management Certificate** and completed courses in Strategic Management, Web Dev & Databases, Project Management, Entrepreneurial Thinking and Innovation, Technology Ethics and Operations Management.

Skills

Design: Figma, Sketch, Adobe XD. **Dev**: SQL, HTML/CSS, JS, Django. **Frameworks:** Agile, A/B testing, Story mapping, Design thinking.

Work Experience

Bombardier Inc.   *Montreal, Quebec*
Product Manager Intern   *Sept. 2021 - Dec. 2021*

- Conducted 10+ research and user testing sessions using the **A/B method**. Leveraged the insights to refine product features and functionalities.
- Collaborated closely with senior PM to establish a roadmap and define key performance indicators (KPIs) for successful go-to-market strategy.
- Overhauled backlog items in jira and prioritized stories according to release strategy. Reduced backlog by **20%** by mitigating redundant stories.
- Worked on myBombardier app in a cross-functional team of 50+ developers, UX, SCRUM lead, QA and PMs operating within an agile environment.

UX/UI Intern   *Jan. 2021 - Aug. 2021*

- Successfully designed and shipped **8+ features** for myMaintenance app, aimed at monitoring real-time data and planning aircraft maintenance.
- Designed and prototyped over **200+ screens** using sketch as lead designer for myBombardier, a new centralized app for all Bombardier services.
- Pioneered and **led the UX design** process for new Partnership Portal. Designed end-to-end user experiences, created mockups, and initial **MVP**.
- Spearheaded initiative to switch to Figma. Migrated all assets, frames, and prototypes, resulting in increase in design efficiency, and consistency.
- Initiated bi-weekly "Design Visioning" sessions in FigJam, for team collaboration and ensuring uniform design standards across all applications.

McMaster University   *Hamilton, Ontario*
MakerSpace Coordinator   *May 2019 - April 2020*

- **Led 53+** workshops and training sessions for students across all faculties, including summer camps. Fostering a hands-on learning environment.
- Wrote technical documentation, developed and updated online training modules for 3D printer, laser cutter and tools completed by 980 students.
- Represented MakerSpace at external events, led campus-wide outreach initiatives that resulted in a **13% increase** in space utilization.

Shuttlr   *Hamilton, Ontario*
Co-Founder, CTO   *March 2017 - September 2017*

- Co-founded a transportation startup focused on launching a shuttle service to address public transport gaps in underserved areas of Hamilton.
- **Won 1st place** in HackTheCity competition, presented idea to mayor of Hamilton and got accepted to Forge, McMaster's Startup Incubator.
- Analyzed data from user surveys involving 150+ participants to define and validate the target market. Onboarded early adopters for beta testing.
- Defined **product vision**, roadmap, and adoption metrics and KPIs. Led cross-functional team of four designers and developers to launch the MVP.

Leadership Experiences

Co-Director Hackfest | *RemoteBase*

- Organized Pakistan's largest online hackathon with over 3000 participants. Led cross functional team of five to plan and execute event.

Chief Returning Officer | *McMaster Engineering Society*

- Led 30+ member engineering council meetings, organized elections for a 6000+ student body, and received council appreciation award.

Projects

Virtual Learning Factory

- Designed virtual lab space for students to access remotely. One-to-One model of existing lab created using Blender and developed using Three.js

Web weather App

- Web based app made using Django to give extended weather details based on current location, using weather API and current IP API.