

Aras Siddiqui

Product Manager

siddia.com

aras.siddi@gmail.com

(647) 832-2860

[Linkedin.com/in/Siddiqui-aras](https://www.linkedin.com/in/Siddiqui-aras)

Experience

Self-Employed | Freelance Product Designer

March 2024 - Present

Worked with early-stage founders to design and build clean, functional websites in Webflow. Conducted usability test, developed design system and brand identity. Created end-to-end mobile app mockups with research and wireframes, aligned design with MVP goals. Assisted startups in with GTM strategy and validate ideas.

Sheridan College | Fabrication Lab Coordinator

Oct 2023 - May 2024

Managed Sheridan's laser lab and supervised a team of 4, Increased usage by 45% over the previous year. Led quality control, provided hands-on support in the fablab, streamlined procedures, and wrote user guides and documentation for new laser equipment.

Bombardier | Product Manager Intern

Aug 2021 - Dec 2021

Conducted 10+ A/B user testing sessions to refine features for the myBombardier app. Worked in a cross-functional agile team. Partnered with a senior PM on roadmap planning, defined KPIs, and managed feature backlog — cutting redundant stories by 20%. Performed qualitative analysis on user interview notes/data to create new stories.

Bombardier | Product Design Intern

Jan 2021 - Aug 2021

Led end-to-end UX design for myBombardier and myMaintenance app from MVP validation to product launch. Shipped 8+ features and over 200 screens. Spearheaded the migration to Figma, increasing collaboration and efficiency. Facilitated "Design Visioning" sessions to ensure unified designs.

McMaster University | MakerSpace Coordinator

May 2019 - May 2020

Led 50+ hands-on workshops and created training videos for 980+ students on 3D printers and laser cutters. Led outreach efforts and external events, boosting space usage by 13%

Shuttlr | Co-Founder, CTO

March 2017 - Sept 2017

Co-founded a startup solving transit gaps in underserved Hamilton areas. Performed market research and won HackTheCity case competition. Led user research, defined product vision, and launched the MVP.

Education

McMaster University

B.Tech In Automation Technology

April 2023 | Hamilton, Ontario

Graduated with Business Management Certificate.

Georgia Tech (Online)

Intro To User Experience Design

April 2020 | Online - Coursera

Skills

Methodologies

Usability Testing
Product Roadmaps
Data Analysis
User Interviews
A/B Testing
Journey Mapping

Tools

Figma
Adobe Illustrator
Sketch
HTML/CSS
SQL
Jira/Confluence
Adobe Aero

Leadership Experiences

Co-Director Hackfest

Organized Pakistan's largest online hackathon with over 3000 participants.

Chief Returning Officer

Led 30+ member engineering council and received council appreciation award.

Awards

2nd Place Bombardier Hackathon

Created prototype for bombardier service app.

Co-Op Award - Future Leader

Contributions to McMaster engineering co-op.

1st Place HackTheCity

Case competition for improving transit in Hamilton.