

# Mubeen Ahmad

UX Designer + Design Thinking +  
Strategy / Business Intelligence

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## EDUCATION

### **UX Design Diploma**

BrainStation  
Toronto | 2019

### **BA - Journalism & Education**

University of the Punjab  
Lahore, Pakistan | 2010

## SKILLS

Design Thinking  
Design Sprints  
User Centered Design  
User Research  
Usability Testing  
Journey Maps  
Heuristic Evaluation  
Sketching  
Storyboarding  
Wireframing  
Sketch + Invision  
Adobe Creative Suite  
Figma  
Tableau + Pentaho  
Cloudera  
Big Data + Hadoop  
Confluence  
Jira  
Slack  
Google Cloud  
AWS  
Linux  
HTML  
CSS  
Javascript  
Mural  
Miro

## AWARDS

### **Award on creative writing**

2008 | Islamabad, Pakistan

## BI RESUME

<https://docdro.id/b1XIH7>

Detailed Business Intelligence  
Resume

## EXPERIENCE

### **Hatch - UX Design Lead**

July 2019 - Present | Oakville, Canada

**Founded & Defined** the UX strategy at Hatch by understanding current challenges and proposed and implemented the following:

1. Initiated Hatch Design Strategy.
2. Introduced & executed Figma as a single design collaboration tool.
3. Lead & implemented Design to Development Handoff Strategy.
4. Envisioned & executed the Hatch Design System.
5. Introduced Design sessions & problem solving workshops.
6. Managed and launched the first UX design team at Hatch.
7. Introduce Mural & Miro as the workshop collaboration tools at Hatch.
8. Created, Introduced & Implemented the UX framework.
9. Conducted training workshops on Miro & Mural.

### **Projects Completed/ In progress:**

1. Successful implementation of CP Rail PWA & Web Application for Office users
2. Royal Ontario Museum Digital Strategy Transformation + UX Design
3. Data Optimization & Automation App for Blast Furnace
4. Corrosion Detection App using Machine learning for Hatch
5. Hatch Design System
6. Operational Readiness Web application (In Progress)
7. Hatch Finance SharePoint (In Progress)
8. Hatch DPD SharePoint (In Progress)

### **CIBC - UX/Data Visualization Designer**

July 2018 - Nov 2018 | Toronto, Canada

Led the **Tableau Dashboard design** vision & helped set the BI dashboard direction and also **managed** two designers.

Highlighted the need for change in the current process around **dashboard designs** and was part of the team that created the UX framework for effective dashboard design & delivery. Collaborated with the Metrics & Benchmarks team to identify the need for automation in their current data ingestion process and also trained Co-Op students on Tableau.

### **SCM INSURANCE - UX|BI Designer**

July 2017 - Jun 2018 | Toronto, Canada

Initiated the **UX Research, Wireframing & Prototyping** of multiple products including **iClarify** and **lease Management system**. Completed proof of concepts in automating tasks in tableau and improved the existing report delivery process. Accomplished launch of the reporting platform and achieved successful implementation and onboarding of users.

Analyzed the business intelligence requirements, proposed and implemented **Tableau Desktop & Server** for SCM reporting platform.

### **Economical/Sonnet Insurance - UX|UI|BI Designer**

Sep 2015 - May 2017 | Toronto, Canada

Planned and executed the **UX Strategy, Wireframes & Prototyping** of **Sonnet's** business intelligence **Intranet platform** and was also part of the Production team. Worked on technologies such as Cloudera, Pentaho, Google Analytics & Superset Dashboard designer. Part of the team that disrupted the insurance industry in Canada.

Accomplished multiple **proof of concepts** in the **big data** domain and led one developer and two business analysts.

### **CIBC - Senior Front End Developer**

Mar 2015 - Jul 2015

### **FWO - UI/BI Designer**

Nov 2010 - Dec 2014