

# ALI RUSHDAN TARIQ

Lead Product & UX Designer

## LETS CONNECT

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## experience

### Design Lead

Manulife RED Lab | June 2014 - Present

- Established a rapid 2-week design/prototyping process for our lean enterprise innovation team of developers and designers to solve customer problems in financial services
- Led and oversaw dozens of projects which included senior business stakeholder management, intern mentorship, UX strategy/research, rapid prototyping, usability testing, and demos. The prototype solutions included mobile, smartwatch, chatbots, and voice interfaces
- Most recently, lead a design sprint with the Bank team to explore and design voice interfaces for the mobile banking app. This involved market research, flow analysis, rapid prototyping using Protopie, and usability testing.
- Advocated for user-centered design practises within the larger organization by facilitating cross-functional design sprints and workshops, and wrote internal case studies

### Product/UX Manager

Family Tales | Nov 2012 - Jan 2014

- Co-founded a SaaS startup to help families digitally record and preserve their stories for future generations
- Utilized Customer Development and Lean Startup methodologies to state and validate user pain points
- Rapidly developed and deployed functional websites for customer use and tracked usage metrics

### Technical Analyst

Morgan Stanley | Feb 2009 - Feb 2012

- Optimized and maintained projects on firm-wide and critical Equities and Fixed Income Trade Allocation engines.
- Led bi-weekly team meetings to communicate business problems of client-facing users, and to allocate global engineering resources to new business initiatives

## education

### MBA, Specialization in Entrepreneurship

Ivey Business School, Western University | 2012 - 2013

### Graduate Diploma in Management and E-Business

McGill University | 2007 - 2009

### BSc., Major in Computer Science, Minor in Management

McGill University | 2001 - 2005

## further education

### Certificate in Interaction Design

CooperU | August 2016

### Designing with Use Scenarios / Lean UX

Kim Goodwin / Jeff Gothelf, UI20 | Nov 2015

### UX Research and Strategy

Designlab | Dec 2014

## skills & tools

Sketch, InVision, Flinto for Mac, Protopie, Keynote, HTML/CSS, Ionic, Swift. I'm always eager to learn new tools and techniques.

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## publications

### The Design of Influence

Self-published e-book  
Oct 2015

### A Brief History of UX

[InVision blog](#) and [Fast Company](#)  
March 2015

### Teach or Hook?

Nir Eyal's blog  
Jan 2013

### Want to Change the World?

#### Join a Corporation

Fast Company  
Feb 2014

### Moving Beyond Code

Medium  
Aug 2013

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## interests

Creative writing, concert and portrait photography, film, music, travel, self-development

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## speaker sessions

### Prototyping with Keynote

Mentor and speaker, UX  
Hackathon, Stratford  
Oct 2016

### Intro to UX Design

Workshop and Lecture,  
Venture for Canada  
May 2016

### Persuasive Design

Talk, Communitel Hacks  
Jan 2016

### Best Practises of Customer Interviews

Talk, LeanTO  
Nov 2014