

# Haaruun M Dhubat

Product Leader, Designer & Technologist

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## About Me

I'm an experienced Product leader and Designer with a technical background and over 8+ years of experience identifying opportunities, researching, ideating, designing, and building digital products that achieve short and long-term business goals. Over the years I've had the opportunity to work on several great products reflecting a variety of domains. From enterprise finance and insurance applications to internally and externally facing cybersecurity apps, I've worked on a variety of dynamic products in agile and lean teams/ environments. I leverage my engineering skills and background/understanding of JavaScript and popular libraries and frameworks like React, to build live/ interactive prototypes and collaborate with development/engineering teams to design functionality and solve problems.

## Education

Ryerson University

Bachelors Degree — Digital Media

## Skills & Tools

Prototyping

Usability Testing

Visual Design

Data Visualization

HTML/CSS

Adobe CC

JavaScript

Design Systems

React

Angular

Motion Design

Graphic Design

Video Editing/Filming

UX Research

Agile

Marketing

Mobile Design

Web Design

Multimedia

Information Architecture

UX Writing/Content Design

A/B Testing

Design Thinking

Lean UX

Scrum

Invision

Communication

Accessibility

Jira

3D

Figma

SQL

Google Analytics

Git

## Social & Learn More

@haaruund

Haaruun.me

Github.com/Haaruun

## Work Experience

### Digital Product Lead & Principal Product Designer

ICTC, Toronto, Ontario (September 2020 - Present)

At ICTC, I design and develop products and find new opportunities. The scope of my responsibilities include building a scalable design system, analyzing data and identify opportunities to improve digital output and product positioning. My core goal is to design and develop products that deliver on ICTC's mission of advancing the digital economy in Canada.

- Led the design of learning tools and applications that led to an overall measurable increase in user sentiment and engagement. It also increased the revenue generated from external-facing products.
- Lead cross-functional teams to bring products to market. Used design thinking to solve user and organizational problems and improve product/market fit.
- Used qualitative and quantitative UX research methods for actionable insights and a better understanding of design output.
- Created product lifecycle process and first SCRUM team. Managed junior team members and set measurable and achievable goals using lean and agile methods.
- Led the development and design of new key products that filled gaps in ICTC's offering.
- Led the development team in implementing internal APIs/GUIs that enabled an increase in the data team's reporting speed by 35%.

### Digital Product & Design Lead

August 2018 - September 2020

#### UX Lead

February 2018 - August 2018

Sym-Tech, Toronto, Ontario (February 2018 - September 2020)

At Sym-Tech, I was tasked with building and managing digital products and building native UX practices. I led design and discovery workshops, gathered and documented requirements, and oversaw the development of a scalable design system and component library. I led a small interdisciplinary team setting goals, and through collaboration, reaching them.

- Conceptualized prototypes and oversaw the development of enterprise apps for Volkswagen Canada (VCCI). Outlined product strategy and set best practises to enable growth and meet organizational targets.
- Partnered across business groups (Technology, Operations, Marketing, Executive team, Finance, and more) to align strategy and execution to meet goals and targets.
- Lead design thinking sessions/workshops to resolve problems and find solutions.
- Conducted UX research using methods like user interviews, journey maps, accessibility evaluations, surveys, and more.
- Collaborated within and outside a cross functional team to launch new product features resulting in a 31% increase in revenue, leading to an acquisition.
- Increased target user satisfaction by 45% in first 6 months post initial launch.

### Multimedia & UX Lead

Herjavec Group, Toronto, Ontario (February 2016 - January 2018)

At HG I was tasked with delivering improved user experiences in the many cybersecurity domains the organization operated. I developed an overarching design system. Additionally, I developed internal processes for research, design thinking and the overall design process, despite many natural internal constraints like resources and time.

- Gathering and evaluating user requirements in collaboration with product managers. Driving the development and communication of clear design guidelines, patterns, libraries, and assets.
- Presenting UX design concepts to the project stakeholders for review and feedback.
- Worked to support and develop designs in Ruby on Rails, Angular, React, HTML, CSS, Git for version control, and Github (Bitbucket for some projects).

### UX/UI Designer

Ryerson University, Toronto, Ontario (January 2015 - February 2016)

Worked on experience design (discovery, ideation, prototyping, and testing) and digital strategy/vision for departments across the university. Solutions included mobile apps, data visualizations for internal and external stakeholders, sentiment analysis driven experiences and content strategy.

- Created wireframes, site maps, flow diagrams, and hi-fi interactive prototypes under the direction of managers. Participated in designing enterprise apps and single-page web apps using HTML, CSS, JavaScript, Git, and more.
- Used InVision and Sketch for rapid prototyping and facilitated user interviews for feedback and iterating.

### Digital Developer/UX Designer

Yahoo Canada, Toronto, Ontario (September 2013 - January 2015)

Supported multimedia design and implementation across different editorial verticals. Assisted in the UI and experience design efforts of integrating Tumblr into content distribution strategy after Yahoo's Tumblr acquisition. Lead discovery, ideation, prototyping and the development efforts.

- Leveraged site analytics to identify opportunities to improve the site experience. CTR increased significantly. Conducted tests to assess the user impact of specific UI elements.
- Conducted user research, created storyboards and user personas with the input of key stakeholders. Built UI best practices and standards.

### UX/UI Designer/Front-End Developer

Rogers Communications, Toronto, Ontario (December 2011 - September 2013)

Worked and supported digital overhaul efforts across Rogers' magazine properties, including MoneySense, Maclean's, and Marketing Magazine. Responsible for shaping and driving meaningful experience and visual design innovation. Also supported development and implementation of designs, leveraging my development skills.

- Converted my high-fidelity prototypes into production-ready assets and products. And I improved SEO for corporate websites following best practices and techniques.
- Developed fully functional responsive prototypes, Web, and Mobile apps based on business requirements using HTML5, CSS3, and JavaScript.