

I B R A H I M A W A D

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Education

University of Toronto

Jun 2021

Bachelor's in Business Administration: Management; Specialization in Marketing

Relevant Experiences

Jr. Product Designer

Dealmaker (Novation Solutions Inc.)

May 2022 – Dec 2022

- Working with the Product team to fulfill pieces of intent from ideation via Double-Diamond Design and JBTD to completed Hi-Fidelity mocks using Figma & CSS with a focus on improving usability and platform design
- Creating websites via Webflow & JavaScript and improved upon internal processes for creating customer embedded flows thereby reducing effort required for integration

Client Success Associate & Cardify Operations & Web Design

Drop Technologies

May 2021 – May 2022

- Managing web development, design and email list for Cardify.ai using Webflow, Figma, Chart.js and Mailchimp and grew the subscriber list by 450% over 8 months, generating 50+ leads and over 50 million press impressions
- Facilitating the rewards product cross-functionally for delivering 16 live additions on app with vendors and manage the existing portfolio and accounting for \$4 million in yearly rewards volume for over 30,000 users
- Identified gaps in the Survey product through product analytics to launch new features via agile development, leading to an 18% increase in the Product's MAU and \$50K USD incremental monthly revenue

Analyst to the CEO

Drop Technologies

May 2020 – May 2021

- Conceptualized 4 different innovation initiatives for the business stakeholders, with one being implemented through collaboration with the engineering team and increasing MAU of the product by 7%
- Supported all revenue generating streams of the business through Revenue Operations by using SQL, Python and Looker developing daily reporting tool & dashboards quantifying revenue goals & potential weaknesses

Teaching Assistant

University of Toronto

Jan 2019 – Apr 2021

- Held three positions for undergraduate courses in the Faculty of Management, for Introductory Financial Accounting, Introductory Management Accounting, and International & Domestic Marketing Management
- Performed case marking for 600+ students using both Marketing Management and Accounting principles with cases selected from Ivey, Harvard, Kellogg, and Wharton Business School for Marketing Management

Technical Skills & Interests

Interests: Fitness, Mental Health, Music, Coding, Web Design, eSports, Economics, Linguistics and Somali Food

Technical Skills: Python, JavaScript, SQL, Qualtrics, Webflow, CSS, Figma, Adobe Creative Suite and Excel