

HIBA MURALI

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OBJECTIVE

Customer-focused product designer with strong experience collaborating with cross-functional, multi-disciplinary teams. Technical engineering background, excelling in data-driven product development to solve user problems. Co-founded and scaled a STEM education organization from 6 founders to 150+ volunteers in three years. Versatile and creative, looking for user-driven design role.

EDUCATION

Georgia Institute of Technology, Atlanta, GA

- M.S. Electrical and Computer Engineering (3.54) + Management of Technology Certificate Graduated May 2020
- B.S. Computer Engineering (3.05) Graduated May 2018

SKILLS

- **Product Management:** Agile, Scrum, user stories, requirements, user interviews, data-driven decision-making, data analysis
- **Software:** Figma, Anaconda, Jupyter Notebooks, Confluence, Jira, Microsoft Office, Linux (Ubuntu) OS, Asana, Trello
- **Programming:** MATLAB, C, C++, VHDL, Assembly; self-taught some Python, JavaScript, HTML, CSS
- **Communication:** Written and oral English, technical papers, presentations, manuals, proposals, application notes

EXPERIENCE

Product Designer (Contract) | ScaleGrowth, Austin, TX

April 2021 – present

- Created high-fidelity prototype of new onboarding and end user experience for community platform as sole UX designer
- Collaborated with front-end team to push design changes and scope and prioritize UI/UX updates to responsive web app

Associate Product Manager | Silicon Labs, Austin, TX

July 2020 – May 2021

- Predicted revenue impacts by modeling probability of Salesforce opportunities converting to sales
- Prioritized target areas for upcoming products by researching market trends, customer data, and competitor offerings
- Identified solutions to customer pain points for Bluetooth modules by reviewing surveys and collaborating with engineers
- Documented barriers and points of confusion in new user experience for Simplicity Studio (C/C++ IDE)

Co-founder | The Hive: Interdisciplinary Makerspace, Atlanta, GA

August 2016 – December 2019

- Scaled 6-person team to 150-person organization with annual budget of \$100,000
- Drove end user growth, culminating in 2,000+ visitors per month, by implementing student engagement and marketing initiatives
- Chaired committee to develop internal processes and associated documentation, completed over 70 manuals in 8 months
- Developed brand guidelines and supporting documentation for consistency across digital and paper advertising campaigns
- Set key performance indicators and priorities by engaging with stakeholders (sponsors, board, employees, and users)

Professional Communications Graduate Teaching Assistant | Georgia Tech, Atlanta, GA

August 2019 – May 2020

- Coached approx. 40 students on technical writing and presentation skills, resume professionalism; graded course assignments

Systems Engineering Intern | Silicon Labs, Austin, TX

May 2019 – August 2019

- Developed tests to assess radio interference from charge pump driven LCD block in deep sleep energy mode
- Wrote customer-facing reference manual chapter and application note drafts for thermistor-based temperature measurement
- Delivered internal training presentation on thermistor circuit use cases, performance, data analysis, and next steps

Electrical Engineering Intern | Raytheon Missile Systems, Tucson, AZ

May 2017 – July 2017

- Developed ADS and HFSS models of RF transmission lines to assess impedance characteristics and dielectric constant of substrate material with unknown characteristics; created PCB board layouts for additive manufacturing using Altium Designer

PROJECTS

Character Creation App Prototype for Tabletop Role-playing Game (on hiatus)

October 2020 – December 2020

- Developing interactive prototype in Figma for app that lowers new player barrier of entry to character creation in Pathfinder 2e

UI/UX Redesign for Computer Science Course Website

May 2020 – July 2020

- Prototyped improvements to user journey in Figma and programmed changes to site using JavaScript, React, HTML, and CSS

Product Development for Remote Work Problem Space

January 2020 – May 2020

- Ideated, validated, and prototyped a solution for pain points of remote workers after conducting 30+ user interviews with team

Problem Validation: Educational Service for High School Students

August 2018 – December 2018

- Executed customer discovery with three team members for education service idea, completed 300 user interviews in 4 months

PROFESSIONAL DEVELOPMENT

Introduction to Software Product Management, University of Alberta on Coursera

August 2019

Software Processes and Agile Practices, University of Alberta on Coursera

August 2019

Client Needs and Software Requirements, University of Alberta on Coursera

November 2020

Agile Planning for Software Products, University of Alberta on Coursera

November 2020

UX Design Program, CareerFoundry

present