

# HUSSAINA WARDHAWALA

*Product Designer with 6 years of work experience mediating the space between users and the information they need; by building intuitive and user-centric experiences.*

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Toronto, Canada

## ACHIEVEMENTS

- Shipped game prototypes for Relic Entertainment and Blackbird Interactive.
- Co-founded and raised **\$10M** in funding for a start up → ZaZoo & The Fugees.

## USER RESEARCH & EVALUATION

- User Requirements, goals & use cases
- Information Architecture
- User Stories & JIRA tickets
- User flow design
- Research - Value, concept, A/B, Usability

## INTERACTIVE PROTOTYPING

- Unity3D
- Unreal Engine4
- Figma
- AdobeXD
- Vercel

## DEVELOPMENT

- C# Scripting for Unity3D
- HTML,CSS and JavaScript
- SQL for Tableau

## SOFTWARE DEVELOPMENT KIT

- OpenAI API
- Vuforia, ARKit

## PUBLICATIONS

- Inclusive Design through Serendipity - **Medium**

## EDUCATION

- *Master of Digital Media (2019) - Simon Fraser University, Canada*
- *Bachelor of Technology (2015) - University of Pune, India*

## PROFESSIONAL EXPERIENCE

### Rolepl.ai | Interaction Director

SIDE PROJECT

- Rapid prototyping to test new ideas with the target audience, to define the experience.
- Designing the future AI-verse (universe) for Rolepl.ai

### Toptal LLC | Senior Product-Growth Designer

NOV 2022 - PRESENT | Remote (8 months)

- Leading Product Discovery for business expansion leveraging continuous discovery habits.
- Designing experiments for sign up conversion improvements.

### Unbounce Marketing Solutions Inc. | Product-Led Growth Designer

DEC 2020 - AUG 2022 | Remote, Canada (1 year 7 months)

- Designing rapid prototypes to A/B test innovative ideas for new customer acquisitions & activations.
- Analyzing quantitative and qualitative customer experience data to design solutions & iterate.
- Hacking growth by leveraging Artificial Intelligence to 'continuously innovate'

### LlamaZOO Interactive | Product Designer

APRIL 2019 - PRESENT | Vancouver, Canada (1.7 years)

- Validating hypotheses for use cases for VR/AR applications for natural resources industry clients.
- Designing User, Task and Wireflows, UI for VR & AR applications

### Centre for Interactive Research on Sustainability | Sr. Game Designer & Developer

SEPT 2018 - APRIL 2019 | Vancouver, Canada (8 months)

- Prototyping game mechanics in Unity3D using C# scripts and conducting user-tests.
- Mentoring co-op students on rapid prototyping.
- Creating and maintaining game features roadmap & conceptualizing immersive use cases for AR/VR

### Coditas Technologies Pvt. Ltd. | User Experience & Interface Designer

JAN 2016 - MAY 2017 | Pune, India (1.5 years)

- Sketching, lo-fi and hi-fi wireframing, motion graphics design for mobile, web apps & SaaS products (raising upto **\$15M** in total).
- Iterating with developers on prototypes for web, mobile - iOS & android

### Sakaal Media Pvt. Ltd. | Journalist & Feature Writer

JUNE 2015 - DEC 2015 | Pune, India (6 months)

- Identifying target audience for a story/article
- Conducting User Interviews
- Designing graphics for articles

## ENTREPRENEURSHIP

### WeRVR Studio | Lead Experience Designer & Co-founder

AUG 2018 - DEC 2018 | Vancouver, Canada (4 months)

- Brainstorming game ideas, sprint planning, creating roadmap
- Implementing Onion Ring / Bull's eye for prioritizing features
- Balancing parameters for smoother interactions in VR
- Communicating designs with artist, sound designer and developer
- Building business connections with IndiePod, VRARA chapter Vancouver, Mythical City Games

### ZaZoo & The Fugees | Lead Interaction Designer & Co-founder

NOV 2017 - MAY 2018 | Toronto, Canada (9 months)

- Designing use cases, user journeys and flow maps for audience (kids 4-7 yo)
- Building interactions & co-developing interactive prototype for an Augmented Reality game app
- Communicating product roadmap with co-founder, Bizzy Baby Media Inc., Bombay, India
- Hiring graphic designer and interactive media developer for ZaZoo
- Pitching prototype for investment and successfully raising **\$10M** in funding