

Sura Karnawi's Portfolio

+1 647-939-9331

M2J 3C7, Toronto

sk@sura.me

I'm a data-driven professional with a proven track record of making significant positive impacts on businesses and teams. My approach combines curiosity, data collection, and actionable insights to drive improvements. I am passionate about bridging the gap between user needs and business goals. My customer-first mindset ensures that every decision I make is informed by data, driving meaningful results and fostering innovation.

In my free time, I explore art and actively volunteer to support my community, staying connected and inspired both personally and professionally.

Key Achievements

Orangutan Matter Studio

- Successfully launched *Unleaving*, achieving a 91% customer satisfaction rate and securing partnerships with Microsoft and other industry leaders.
- Led the studio to receive award nominations, including the Canada Indie Cup Rising Star, by aligning team efforts with strategic goals.
- Managed services for prestigious institutions like the University of Quebec in Montreal, showcasing adaptability and excellence in delivering tailored solutions.
- Secured the studio partnership with Microsoft and Sony



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BBC

- Led the successful launch of the BBC Profile Personalization feature by gathering and analyzing extensive user data to inform product enhancements and ensure alignment with user needs.
- Established A/B testing frameworks using tools like SaaS (Optimizely), enabling data-driven decision-making that bridged stakeholder priorities and customer expectations.
- Contributed to the development lifecycle through Test-Driven Development, Python programming, and DevOps tasks, including scaling resources and monitoring performance, while managing multiple roles in a dynamic environment.
- Fostered a collaborative and high-performing team culture, championing recognition initiatives such as nominating my manager as an "Unsung Hero" for maximizing the team's potential.
- Delivered the personalization feature on time, just three days before relocating to Canada, ensuring a smooth transition for both the team and the product.



Photo of testing the profiles of the BBC locally before releasing it, with a photo that I made to cheer up the team.

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Transport for Greater Manchester (TfGM)

- Modernized legacy systems, earning accessibility-focused recognition and awards for the TfGM.com website's high performance and inclusivity.
- Leveraged technologies such as ARIA labels in HTML, headless CMS, Node.js, React, MongoDB, and Azure services, while managing PaaS applications to streamline development and enhance user experiences.
- Conducted hands-on public outreach, engaging directly with public transport users to gather real-time feedback, ensuring the apps and services were user-centric and practical.
- Championed accessible coding standards, collaborating with the mayor and public stakeholders to align technical solutions with the community's needs and priorities.

Soft Gravity

- Revitalized the Unroole CMS product, transforming it from a bug-ridden system into a reliable, high-performing platform capable of hosting one of the largest websites for the 2015 Pan American Games in Toronto.
- Applied data-driven strategies to monitor, diagnose, and resolve system issues, significantly enhancing the product's functionality and stability.
- Took ownership of the frontend developer role, which had been previously challenging to fill, demonstrating precision, dedication, and a commitment to delivering quality results.
- Utilized HTML, CSS, JavaScript, and various libraries to rebuild core functionalities, often implementing creative workarounds to overcome technical limitations.
- As the sole full-time developer dedicated to the CMS, collaborated effectively with part-time contributors to deliver a product that exceeded client expectations.
- Successfully transformed Unroole into a marketable CMS, solidifying its reputation and paving the way for future commercial opportunities.

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Core Competencies

- **Data-Driven Decision Making**

Skilled in analyzing performance metrics and user research to deliver measurable results, optimize systems, and enhance user satisfaction using tools like DataDog.

- **User-Centric Design**

Expertise in accessibility and inclusive design, integrating public feedback and ARIA standards to ensure products serve diverse audiences effectively.

- **Agile Leadership**

Proven ability to define deliverables, manage roadmaps, and lead cross-functional teams with clear communication and best practices in Agile environments.

- **Customer-Centric Innovation**

Bridging business goals with user needs to develop impactful, data-driven solutions that foster innovation and loyalty.

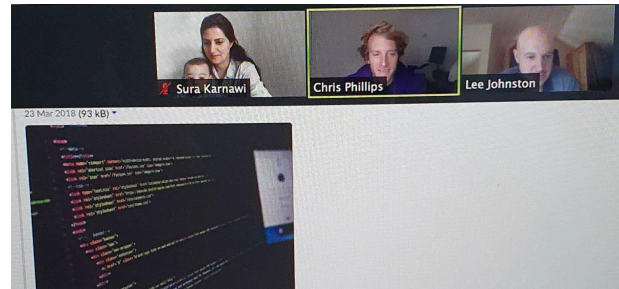
- **Advocacy for Women in STEM**

Speaker at events like BBC Women in STEM, Pixelles, and the Hand Eye Society, championing inclusivity and diversity while inspiring women in technology.

- **Accessibility & Inclusive Design**

Delivered accessible, high-quality solutions under tight deadlines at Manchester Transport, combining coding standards, user testing, and public outreach to meet diverse needs.

- **Continuous Learning:** Passionate about AI's potential, leveraging tools like GitHub Copilot to enhance coding efficiency and creativity. Actively pursuing knowledge through side projects and enrolling in Stanford University's Machine Learning course to stay at the forefront of technology trends.



Vision

I am passionate about using data and technology to solve problems, enhance user experiences, and deliver products that resonate with audiences. I believe in balancing technical excellence with accessibility and inclusivity, creating solutions that leave a lasting positive impact on users and the industry.