

# Muhammad Ali (Moe)

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## Workplace Experience

### BlackBerry 🔗 | TECHNICAL PROGRAM MANAGER INTERN, WORKSPACES

Jan. 2021 - Apr. 2021

- BlackBerry Workspaces is the security-driven, corporate-focused storage service and EFSS; the "GDrive for a Secure Business".
- As TPM under Enterprise Project Management, worked with development teams on Workspaces to guide software planning and release cycle.
- Managed coordination of weekly updates, go-forwards, and interlocks including **project review** meetings to ensure projects remain on track as well as **retrospectives** to reflect on project results.
- Accurately updating **JIRA issues** and triaging defects for execution by Software Development & QA teams, while tracking project dates and requirements with internal and external stakeholders, ranging from Legal and Compliance to New Product Introduction and outside vendors.
- As a Project Coordinator, ensured setup of **beta trials**, maintained action logs, and generated **project tracking metrics** for Enterprise Projects.

### University of Toronto | TEACHING ASSISTANT

Dec. 2020 - June 2021

- CSCB20 - Intro to Databases & Web Applications (Winter 2021)
- Holding weekly tutorials. Preparing presentations, slide-decks, and informational for **web development** and **database management**.
- Providing students with aid for exercises, assignments and overall concepts. Marking exams and papers.

### RBC Royal Bank | SOFTWARE DEVELOPER INTERN

May 2020 - Aug. 2020

- Worked with project manager and lead engineer to help identify key tasks and timelines for Global Directory restructure and migration (RACI).
- Under Identity and Access Management, updated system architecture with Java and Bash. Created project documentation for enterprise software.
- Migrated **75%** of global directory services to new infrastructure by identifying business and technical rules with 0 recorded tickets or affected users.
- As part of RBC's "Summer Student Project", worked as **Product Manager** for "RBC Virtual Branch"; a virtual at-home banking application using AR. Drafted preliminary design, **UX research** and broke down **User Stories** with developers. Won **2nd place** among 100 other company projects.

### The Mosaic Institute | PRODUCT MANAGER INTERN, 18Q

Sept. 2019 - Dec. 2019

- The "18Q" is a training exercise and interactive questionnaire that helps business leaders understand diverse team backgrounds.
- As PM, designed the "18Q" training web app for diversity & inclusion with complete AODA compliance using Figma and iterative design reviews.
- Diversity training app now used by government authorities and offices **across Ontario** for online training exercises during COVID-19.
- Handled Asana SCRUM maintenance and task delegation in **Agile pipeline**. Developed with team in React.js with CI/CD on Heroku.
- Reduced administration time by **94%** replacing pen and paper methods with automatic CSV generation, removing need of in-person administrator.

### FGF Brands | SOFTWARE DEVELOPER INTERN

Sept. 2019 - Apr. 2020

- Created an intranet design that featured important widgets, links and tools for both pipeline engineers and office admin to **boost productivity**. Personally pitched concept directly to CTO and received project approval "greenlight" to continue development and deployment.
- Developed intranet portal with **28** more functionalities than predecessor and company-wide usage of **60+** hits per hour (**up 34%**).
- Maintained data control as a SharePoint admin. Created UI tools/dashboards for vendor management (Walmart, Starbucks).
- Worked with food engineers and pipeline leaders to create business solutions for continuous production on various items and shipment schedules.

### University of Toronto | TEACHING ASSISTANT

Sept. 2018 - June 2021

- CSCA08 - Introduction to Computer Sciences (Fall 2018, Winter 2019)
- Created tools, problems and solutions in **Python** to instruct over **3k** students, as well as grading exams/papers
- Held office/lab hours, providing students with aid for exercises, assignments and programming concepts.

## Entrepreneurial Experience

### Pinch 🔗 | FOUNDER & CHIEF EXECUTIVE OFFICER

Aug. 2020 - Present

- Pinch helps couriers and restaurants "keep orders in your own hands".
- Founded startup for an economically viable mobile delivery platform that removes third-party interference during orders, leveraging flexible delivery options. Partnering with existing courier companies for our marketplace, removing the barrier of entry for local restaurants and couriers.
- Created marketing strategy and a profitable revenue strategy. Dropped restaurant fee from 20-35% commission to a projected **0.5%** (free-mium **SAAS model**). Enhanced independent courier business by **4x** during a pandemic spike in Alpha trial.
- Delegated tasks with **JIRA**, Agile workflow, concept documents. Used Figma & **Flutter** to create prototypes and products with a team. Handled all other Product Manager responsibilities, including **Gantt charts**, **Release Candidates** and User Stories.
- As a front-end developer, created views, assets and resources in Dart with Flutter and used **GraphQL** for middle-end integration with application.
- The Hub startup competition **winner** (6/200+). Cooperathon startup competition finalist for "**Best Tech Solution**", "**Best Overall Startup**" (14/600+). One of 121 global startups to be selected for OnePager's "Spring 2021 **Investors Day**".

### Hack the Valley 🔗 | Co-CHAIR & CXO (CHIEF EXPERIENCE OFFICER)

Oct. 2017 - Apr. 2021

- **Promoted:** Sponsorship Coordinator → Web Developer → Product Manager → Executive Organizer → Co-Chair and CXO (2020-2021).
- Oversaw Hack the Valley reach **7.5k** applicants and become Canada's **second largest** hackathon. As Chief Experience Officer, lead Hack the Valley to be recognized as a **Top 50** (ranked **23**) Hackathon worldwide by Pinnacle (Olympics of Hackathons).
- As CXO, introduced new "Hacker Experience" initiative, incorporating new programs and oriented towards participant mental health and positivity, including "Resume Review", "PowerPoint Improv", and exercise sessions. This initiative lead to a **37% increase** in activities' participation.
- As an Executive, formed the "Global Sustainability Initiative", partnering with MLH to get **26** other events to take on the sustainability model. Also worked with local food donation centers to reduce hackathon **carbon footprint** and bring down organic waste to **0%**.
- Worked with team to develop 2019 and 2020 hackathon portal and online tools- the Hack the Valley "Hacker Portal"- using both React and vanilla web development (HTML, JS, CSS). First served as a Web Developer and then as a Product Manager.
- As PM, assigned tasks using Jira & Agile workflow, use Figma to make design decisions, and performed user research on Hackathon online tools.
- Upon release, the 2020 Dashboard went on to see an additional **2k** in foot traffic, and user retention increased by **4 minutes**.

## Skills & Abilities

**Project Management** - JIRA/CONFLUENCE, ASANA, AGILE, SCRUM, TABLEAU, POWERBI, UI/UX DESIGN, DATA ANALYTICS, SHAREPOINT, TRELLO, VISIO, RACI  
**Coding & Markup Languages** - SQL, R, JAVA, JAVASCRIPT, CSS, HTML, TYPESCRIPT, PYTHON, C#, C, C++, BASH, HASKELL, DART, VERILOG, RUBY, ARDUINO, PERL  
**Concepts, Libraries and Frameworks** - REACT, FLUTTER, JQUERY, ASP.NET, NODE.JS, KENDO, FLASK, MONGODB, EXPRESS, DATA STRUCTURES, OOP, DP  
**Software Tools** - LINUX, GIT, FIREBASE, MONGODB, GOOGLE CLOUD PLATFORM, BIG QUERY, AWS (LAMBDA, SNS, S3), UNITY, AUTODESK MAYA, ANDROID STUDIO  
**Design Tools** - FIGMA, SKETCH, ADOBE XD, ADOBE PHOTOSHOP, ADOBE PREMIERE PRO, OFFICE365 SUITE, GOOGLE ANALYTICS, MARVEL

## Education

### University of Toronto

Sept. 2017 - Apr. 2022

- Specialist: **Computer Science** (Software Engineering Stream) | Minors: **Statistics, Creative Writing**
- Cumulative Grade: **3.71 GPA, Dean's List Honors**
- Relevant Courses: Product Design, Web Development, Human-Computer Interaction
- Current Courses: Operating Systems, Algorithm Design & Analysis, Machine Learning
- Activities & Societies: Academic Trivia Club, Tennis Club, Debate Club, Dodgeball, Teaching Assistance

## Specializations

### University of Virginia (Darden School of Business)

Sept. 2017 - Apr. 2022

- **Digital Product Management** | (92% Average)
- 20-week, 5 course specialization program with UofV Darden School of Business (Online Learning).
- **Courses:** Agile Design Thinking, Managing Agile Teams, DPM: Modern Fundamentals, Hypothesis Driven Development, Agile Analytics

## Courses, Certificates & Licenses

**Project Management Simplified**  
**Strategic Planning Foundations**  
**Technology for Product Managers**

**Product Management Fundamentals**  
**Strategic Thinking**  
**Project Management Foundations**

## Relevant Projects

### Arusi | JAVA AND ANDROID SDK MUSLIM CONNECTIONS APP

PROJECT MANAGER AND DEVELOPER (PERSONAL STARTUP/INITIATIVE)

- Lead NPO initiative connecting Canadian Muslims, virtual matches.

### SkillTraders | REACT.JS NETWORKING SITE (COVID-19 RELIEF)

FULL-STACK SOFTWARE ENGINEER (PARTNER PROJECT)

- COVID-19 Relief platform for skilled practitioners to exchange services.

### ModernModular.js | DOM ELEMENT WIDGETIZATION JS LIBRARY

FULL-STACK SOFTWARE ENGINEER (PERSONAL PROJECT)

- JS library for web developers to widgetize on-screen components.

### Betwixt | JAVA AND ANDROID SDK MUSLIM CONNECTIONS APP

FULL-STACK SOFTWARE ENGINEER (PERSONAL STARTUP/INITIATIVE)

- Self-published Unity 2D Android casual game

## Honors & Awards

### RBC 2020 Innovation Challenge

"RBC VIRTUAL BRANCH" PROJECT - **2ND PLACE BEST APPLICATION**

May 2020

- Product design and prototype for a virtual banking application using AR.

### QHacks 2020

ROLL-E - **TD GREEN HACK AWARD**

Feb. 2020

- Lead team for an autonomous recycling waste manager using deep ML.

### UofTHacks 2020

WORDS WITH STRANGERS - **BEST APP ON TODA**

Jan. 2020

- Lead team for web-based multiplayer word-choice game using TODA.

### BostonHacks 2020

MOODBLASTER - **COMPUTATIONAL ART AWARD**

Dec. 2019

- Imaging AI; selects music based on facial moods for emotional therapy.

## Affiliations

**The Product Community**  
**Product Buds**

**O4U** | **OUT FOR UNDERGRAD**  
**CSEC** | **COMPUTER SCIENCE ENRICHMENT CLUB**



Ask me about my core values and drive