Muhammad **Ali** (Moe)

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Workplace Experience

Tesla | PRODUCT MANAGER INTERN   *Fremont* | *May 2021 - Sep. 2021*
- As a part of Application Engineering, I will be working with the Factory Software team to identify system gaps between software and user base and create new products or improvements to manufacturing execution and warehouse management systems.

BlackBerry ⬀ | TECHNICAL PROGRAM MANAGER INTERN, WORKSPACES   *Bellevue* | *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. Worked between Product team and Development teams to define program scope and release candidates. My particular release resulted in **100% availability uptime** and a new **sale of 6,700 licenses.**
- 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.

RBC Royal Bank | SOFTWARE DEVELOPER INTERN   *Toronto* | *May 2020 - Aug. 2020*
- 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   *Toronto* | *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   *North York* | *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.**
- 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   *Toronto* | *Sept. 2018 - June 2021*
- CSCA08 - Introduction to Computer Sciences (Fall 2018, Winter 2019)
- CSCB20 - Intro to Databases & Web Applications (Winter 2021)
- Holding weekly tutorials. Preparing presentations, slide-decks, and informational for **web development** and **database management.**
- 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, Mongoose, 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 ⬀   **Product Management Fundamentals** ⬀
Strategic Planning Foundations ⬀   **Strategic Thinking** ⬀
Technology for Product Managers ⬀   **Project Management Foundations** ⬀

Relevant Projects   ## Honors & Awards

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

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 ⬀   **O4U** ⬀ | Out For Undergrad
Product Buds ⬀   **CSEC** ⬀ | Computer Science Enrichment Club

Ask me about my core values and drive