

# RUMAIISA MUGHAL

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I have 12+ years of experience in product design, strategy, and management, along with a deep passion for research. I love gathering perspectives through quantitative and qualitative data, and identifying patterns to create actionable strategies, in order to build innovative solutions which explore a blend of design, technology, and business. Having a strong execution mindset, I am able to move fast, plan ahead, and problem-solve along the way. I like to put myself in challenging situations and tackle ambiguity head-on.

## EDUCATION

**MBA Design Strategy** (San Francisco, US)  
California College of the Arts - Aug '15 - May '18

**Entrepreneurial Studies** (San Mateo, US)  
Draper University - Sep '14 - Nov '14

**BA. Communication Design** (Karachi, Pakistan)  
Indus Valley School of Art - Jan '07 - Dec '10

## SKILLS

- Strategy Design
- Product Lifecycle Management
- Problem Solving and Critical Thinking
- Business Model Development
- Relationship Building
- User and Market Research
- UX and UI Design
- Service Design
- Storytelling

## TOOLS

**Software:** Adobe CC, Final-Cut Pro, Sketch

**Languages:** HTML and CSS

## OTHER

- **Speaker, Nokia Summit**  
Conducted a workshop on "Best UX Practices" for 250+ candidates
- **Workshop Instructor, The Nest I/O**  
Conducted multiple User Experience & Design Thinking workshops for 40+ entrepreneurs
- **Business Coach, Defy Ventures**  
Coached incarcerated individuals to guide them on building a career for after-prison-life
- **Alumni Mentor, Draper University**  
Facilitated the entrepreneurial boot camp for 30+ students from 22+ countries

## MANAGEMENT & CREATIVE EXPERIENCE

**RELISH WORKS** | PILOT PROGRAM MANAGER — Chicago, USA | Jul '18 - Present

- Creating and executing pilot plans to get new business concepts off the ground.
- Identifying, tracking and analyzing success metrics to ensure strategic ROI of new initiatives.
- Leading project teams of designers and business strategists towards a unified goal.
- Collaborating with other team members to conduct user-research and synthesize findings.
- Facilitating workshops and creative brainstorming sessions with various stakeholders.

**THE NEST I/O** | PROGRAM MANAGER — Karachi, Pakistan | May '16 - Dec '16

- Curated & managed the 4 month program of the Google sponsored tech incubator.
- Collaborated with board members and advisors for the critical growth of the business.
- Supervised a team of 12 for strategic development & streamlined operations.
- Contributed to the launch of 30+ startups and facilitated various aspects of their product lifecycle and business from discovery, research, and ideation, to launch.

**ARTBOARD** | FOUNDER — Pakistan + USA | Mar '14 - Jan '18

- Built a profitable brand from scratch, leading a team of 5+, accomplishing 150+ successful deliveries of web & mobile applications in less than 4 years.
- Spearheaded new business acquisition efforts while setting and meeting all financial KPIs.
- Gathered quantitative and qualitative data, identified patterns, and created actionable strategies through various design-thinking methodologies.
- Execution of critical problem solving & simplifying user flows through user needs identifications, research, journey mapping and meaningful interface design.

**PI LABS** | CREATIVE LEAD — Karachi, Pakistan | Mar '12 - Mar '14

- Spearheaded a 20+ team of designers & developers through entire product lifecycles.
- Guided projects from start to finish including conducting user research, ideation, product strategy & UX / UI design while managing client relations.
- Achieved 3 international ICT awards, including 10+ Million users for app design for global clients including Garfield, Microsoft, ESPN, P&G, & Nokia.

**10PEARLS** | DESIGN EXECUTIVE — Karachi, Pakistan | Mar '11 - Mar '12

- Illustrated a mobile game that won a \$50,000 Nokia Prize for Best Educational App.
- Created UX & UI design for 30+ mobile apps, achieving more than 5+ million downloads.
- Responsible for creating wireframes, site maps, interfaces & prototyping interactions.

**HELIUM** | CREATIVE STRATEGIST — Karachi, Pakistan | Dec '10 - Mar '11

- Conceptualized, executed and won a Unilever pitch project worth \$100,000.
- Devised user engagement strategies & advertising campaigns for Unilever, Dove & Shell.
- Constructed design flows and execution plans for above-the-line marketing promotions to ensure higher sales & brand exposure through innovative means.