

Ali Murtaza

DESIGN MANAGER & STRATEGIST

I am a designer and educator specializing in human-centered design of products and services. I'm currently a Partner at Ideate Innovation, where I'm responsible for project planning and delivery, long-term business strategy, business development, firm outreach and employee welfare. I have previously led design teams at Xavor Corporation and Ricult Inc.

I have also worked as a design consultant for clients like the World Bank, Dolby Labs, Grid Impact, Coke USA, MobileLive, and Innovations for Poverty Alleviation Lab (IPAL); and have worked as a consultant, mentor and coach with various startups across Pakistan and the US.

SELECTED PROFESSIONAL EXPERIENCE

Head of Design + Partner | Ideate Innovation

August 2020 – Present / Full-time

Head of Design | Xavor Corporation

November 2019 – January 2021 / Full-time

Head of Experience Design | Ricult Inc.

December 2018 – November 2019 / Full-time

Innovation Program Manager | Makeistan

September 2016 – July 2019 / Full-time

Industrial Designer | The Coca-Cola Company

Mar 2013 - Jun 2013 / Part-time

SELECTED CONSULTING EXPERIENCE

Experience Design Lead | The World Bank

April 2021 – October 2021 / Consultant

Service Design Lead | mobileLive

January 2021 – August 2021 / Consultant

User Experience Designer | GRID Impact

February 2016 – January 2018 / Consultant

SELECTED TEACHING EXPERIENCE

Adjunct Faculty | Indus Valley School of Art & Architecture

March 2021 – July 2021 / Part-time

Teaching Fellow | Information Technology University

September 2016 – July 2019 / Full-time

Senior Lecturer | Beaconhouse National University

August 2015 – September 2016 / Full-time

CONTACT

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EDUCATION

2015 | MFA

Industrial Design

Savannah College of Art & Design

2012 | BFA

Visual Communication Design

Savannah College of Art & Design

2021 | Certification

Sustainable Business Strategy

Harvard Business School

2014 | Certification

Biomimicry for Design

Savannah College of Art & Design

AWARDS

2017

Rajeev Circle Fellowship

Motwani Jadeja Family Foundation

2015

Outstanding Achievement Award

Savannah College of Art & Design

2012

Fulbright Scholarship Award

U.S. Department of State

2010

Academic Distinction

Beaconhouse National University

TALKS & WORKSHOPS

2020

Designing More Inclusive Products

Singapore Fintech Festival

2020

Let's Not Save the Next Billion

International Design Conference (IDSA)

2020

Citizen-centric Social Innovation

E3 (CX Middle East)

2019

Intro to Research-Driven Design

The Design Foundation