

Ali Murtaza

Human-Centered Designer & Educator

ali.murtaza31@gmail.com
www.alimurtaza.net
linkedin.com/in/alimurtazanet

Selected Work Experience

Head of Service Design Aug 2020 - Present
IDEATE Innovation (human-centered design firm) Islamabad, Pakistan

- Currently leading a team of UX researchers and service designers
- Following a human-centered design approach to research and develop interventions in fields like healthcare, agriculture and financial inclusion.

Design Lead Nov 2019 - Aug 2020
Xavor Corporation (technology company) Lahore, Pakistan/ Shanghai, China

- Led a team of industrial and UX designers in Pakistan and China
- Managed the research and design of integrated smart product development

UX Design Lead Jan 2019 - Nov 2019
Ricult Inc. (agri-tech startup) Lahore, Pakistan/ Bangkok, Thailand

- Led the UX research and design of Ricult's digital products
- Followed a participatory design approach to building a smartphone application, an IVR service and an agriculture portfolio management portal

Teaching Fellow Sep 2016 - Jul 2019
Information Technology University (academic institute) Lahore, Pakistan

- Designed and taught DLab, a course focused on teaching collaborative approaches to solving global poverty challenges
- Developed and managed Makeistan, Pakistan's first academic makerspace

Lecturer Sep 2015 - Sep 2016
Beaconhouse National University (academic institute) Lahore, Pakistan

- Designed and taught two interaction design courses in the Department of Visual Communication Design

Product Design Intern Jun 2014 - Aug 2014
Dolby Labs (multimedia technology company) San Francisco, California

Selected Consultancy Roles

Lead Design Consultant Jan 2019 - Jun 2019
InventHub (technology startup) Palo Alto, California

- Worked with InventHub's core technology team to design the branding and initial user experience systems

UX Designer Feb 2016 - Jan 2018
Grid Impact (behavioural research and design firm) Denver, Colorado

- Led design research on a project that aimed to use smartphones to help low-income women in Pakistan become financially independent
- Remotely assisted Grid Impact in their work in other countries across Asia

Service Designer Jun 2016 - Sep 2019
Innovations for Poverty Alleviation Lab (academic lab) Lahore, Pakistan

- Led service and user experience design on a project that became part of a large-scale redesign of the Govt. of Punjab's vaccination program
- Designed and illustrated an information booklet for low-literate parents, a mobile application for vaccination teams, and a web portal for the government's project managers

Education

MFA – Industrial Design
Savannah College of Art & Design
2012 - 2015 Savannah (GA), USA

Certification – Biomimicry for Design
Biomimicry Institute
2013 - 2014 Savannah (GA), USA

BFA – Visual Communication Design
Beaconhouse National University
2006 - 2010 Lahore, Pakistan

Awards & Achievements

Rajeev Circle Fellowship
Motwani Jadeja Family Foundation
May 2017 Palo Alto (CA), USA

Outstanding Achievement Award
Savannah College of Art & Design
June 2015 Savannah (GA), USA

Fulbright Scholarship Award
Insitute of International Education
Jan 2012 New York City (NY), USA

Selected Trainings & Workshops Taught

Human-Centered Design for Financial Inclusion
Rising Fintech Webinar
Jun 2020 Remote

Visualizing Ideas
UX Pakistan
Apr 2020 Lahore, Pakistan

Intro to Research-Driven Design
The Design Foundation
Dec 2019 Lahore, Pakistan

Intro to User Research & Testing
Invest2Innovate Technology Accelerator
May 2019 Karachi, Pakistan

Intro to Human-Centered Design
Motwani Jadeja Foundation
Sep 2018 Palo Alto (CA), USA