

Mohammad Owainati

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- Introduction** Toronto-based marketing manager turned product designer. Advocate for inclusive design built with clarity in mind, not just simplicity.
- Education**
- Front-End Web Development**, Part-time at Bitmaker *Aug. to Oct. 2016*
 - User Experience & Product Design**, Full-time at Bitmaker *Apr. to June 2016*
 - Bachelor of Business Administration**, Schulich at York University *Sept. 2004 to June 2008*
Marketing + Operations and Information Systems (with honours)
- Experience**
- Product Designer**, User Experience Design at Canada Post Digital *Since Oct. 2016*
 - Employ and advocate for inclusive design within scrum/agile team. Includes research, persona creation, experience mapping, wire-framing, prototyping, usability testing and asset preparation.
 - Lead the design of new track tool, epost and related digital products.
 - Project manage design deliverables and facilitate team of two designers (visual and content).
 - Establish accessibility community of practice to educate extended design team on best practices.
 - Integrate inclusive design within Canada Post's Mercury design system.
 - Mentor junior designers on career growth, workflow and stakeholder management.
 - Marketing Manager**, Channel Marketing at TELUS *May 2013 to Sept. 2015*
 - Lead cross-functional go-to-market team composed of communication, training, merchandising, compensation and adoption specialists to launch new and grow existing services within stores.
 - Develop and execute channel roll-out plan for TELUS Rewards launch; Started with a 22 store pilot and grew into a nationwide launch of 600 stores (corporate and dealer).
 - Other services within portfolio included Trade-In, Telus Device Care and AppleCare+ programs.
 - Marketing Specialist to Marketing Manager**, In-Store Marketing at TELUS *Jul. 2009 to Dec. 2014*
 - Own and manage live device experience programs (including Apple fixtures) for TELUS stores. Includes floor-planning, procurement, security, testing, execution and post-launch support.
 - Build strong relationships with internal teams and external OEM partners in order to coordinate, develop, manage and execute over 270 in-store campaigns (includes iPhone and Galaxy launches)
 - Develop, manage and execute device merchandising plans for over 1,600 corporate, dealer and retail stores; devised and implemented a new strategy that resulted in saving \$300,000
 - Research, design, test and launch updates to TELUS's Online Merchandising System (OMS)
 - Developed and ran on-boarding workshops for using of OMS
 - Own and manage merchandise shipping operations with external fulfillment vendor (Inapak).