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## FATIMA REMTULLAH

Product Strategy & Design

I thrive on solving problems while positively empowering users.

I believe in creating collaborative teams that use agile practices to advocate for the user.

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## Contact

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## Education

### Sheridan College

Post-Graduate Studies,  
Interactive Media Management

High Honours  
*Graduated with 4.0 GPA*

Silver Medalist  
*Student with the highest cumulative GPA*

### Sheridan College

Post-Graduate Studies,  
Web Design

High Honours  
*Graduated with 4.0 GPA*

### University of Waterloo

BA in Sociology- Specialization in  
Business & Technology

Management Studies Minor

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## Work Experience

### Product Designer

Rangle.io  
*Jun 2015 - Present*

### Teaching Assistant

Sheridan College  
*Jan 2015 - Apr 2015*

### Web Designer

Design Lab Inc.  
*Jun 2014 - Aug 2014*

### Marketing & Multimedia Designer

Twiga Industries Inc.  
*Apr 2012 - Sep 2013*

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## Current Roles & Responsibilities

Manage kickoff sessions using Rangle's Clarity Canvas framework

- Includes facilitation of the scrum and client teams to directly communicate in collaborative workshops and game storming activities such as diverge-converge, heat maps and note-and-vote. This allows the team to have a shared understanding of business and project goals, target users, user journeys, story mapping and risky assumptions

Conduct competitive and research analysis to create recommendation of strategic options to enable clients to solve business needs

- Deliver target market definition, value proposition, release planning, interactive prototype and product validation through usability testing. By creating outcome based proposals the client is able to optimize for business goals and provide information to investors to expand budgets for continuous development

Lead ideation workshops and design studio session with activities such as empathy mapping and crazy eights that enable a process of early validation with BML (build-measure-learn cycle) and rapid iteration

Design user experiences for various industries providing research, wireframes, user interface design, branding, illustrations and prototypes for validation on projects, leading to the creation of successful software applications

## Core Competencies

Facilitation, Collaborative Workshops, Product Strategy, Product Design, Front-End Development, User Research and Interviews, Personas, Empathy Mapping, User Experience Journeys, Story Mapping, User Flows, Usability Testing, Illustrations, Production ready Prototypes, Living Style Guides

## Public Speaking

### FITC - Web Unleashed

Making Friends with SVG's  
*Coming Sep 2017*

### AgileXD Toronto

Journey as a Product Designer:  
Wins, losses & learnings

### Girl Geeks

How did I get here?  
Journey to find what you love

### Ismaili Centre: IWD Women in Technology

The meaning of success is different to everyone: Finding your own success

### Sheridan College

Changing the way you style with Modular CSS

What can I do with my degree?  
The world is your oyster

### Rangle.io

SVG Kitchen: Cooking up SVG's in Sketch

Creating a place for creative ideas:  
Design-a-thon

## Current Roles & Responsibilities Con't

Produce production ready components in React and Angular2 to bridge the gap between design and development

- Writing the best practices and standards in HTML, CSS and SASS
- Instructor for the Modular CSS workshop to both Rangle employees as well as client teams during kickoff to provide professional development and onboarding support
- Using git for version control to ensure code is properly vetted through the development process

Product Designer for Google's Angular core team

- Facilitated a clarity canvas for project alignment working directly with the Angular team to synthesize their business goals and user needs
- Ambassador for process innovation introducing project management software to the team for better organization and workflow, shifting Angular's nonagile workflow by providing direction on scrum practices
- Provided product research, competitive analysis, UX and UI design, rebranding with custom illustrations and front-end development for angular.io and microsites for CLI, protractor, universal, material and mobile
- Trained the Angular Documentation team on creating consistent branding on information architecture diagrams, imagery, and live code examples
- By seeking out Google's needs and providing high quality deliverables I was continuously renewed on the team working on 8 projects for Angular

Directly involved in the interview and selection process for Rangle Product Designers, enabling growth of a talented team ensuring high quality deliverables to clients

Created content and lead a Kids Learning Code workshop on design thinking hosted at Rangle, providing children with hands-on design experience and exposure to the tech industry