

M. UZAIR SUKHERA

Product Design | User Experience | Digital Strategy | Design Thinking

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A multi-disciplinary, entrepreneurial Design leader with 10 years of experience across North American and South Asian markets. Uzair has strong foundational knowledge of Digital Strategy, **Product and User Experience Design**, Lean Startup methods, Design Thinking, and Agile software design and development. He is formally trained on product and system design from **Cornell University**, USA. He has led and advised several product teams in different domains including Telecom, Internet of Things, Financial Technologies, Agri-Tech, Health Care, Social Services and Digital Application Design.

WORK EXPERIENCE

MobileLIVE Inc. – an Enterprise Software Solutions company

Director Design & Innovation

CANADA

Jan 19 - Present

I work with all MobileLive partners to advance them in their digital transformation journey through effortless experience design, scalable software solutions and innovation tools. Some key contributions of my role include:

- Established an **Experience Design practice** with tools, frameworks, best practices, talent and marketing collateral to support enterprise engagements in Telco and BFSI sectors. This elevated the organization's maturity in utilizing Design Thinking & Lean Startup methods to solve problems for clients as well as internal challenges. Led multiple design workshops with Directors & VPs in Design, Digital and IT teams of client organizations. Hired, managed and coached a team of 8 Designers and Product Specialists as well as 4 indirect reports.
- **Led and supported several Product & Experience Design engagements** with Digital and Tech Strategy teams of Telco, Banking and Healthcare clients related to e-commerce platform enhancements, 5G enterprise marketplace and back-office workflow systems **from concept to implementation**.
- **Led a multi-year Digital Transformation engagement** for a large Canadian Mortgage provider with focus on seamless customer experience and digital underwriting platform. Worked with sponsoring C-level and VP Transformation to create a shared vision, build consensus on **experience and product strategy**, capture business requirements, and define the product roadmap using Design Thinking & Agile practices. The Digital Platform included the Mortgage Advisor Platform, Underwriter Platform as well as Customer lead generation platform. The product stack was developed using a **Design system**. The experience design engagement included experience maps, experience metrics and click through mockups of 4 enterprise scale web and mobile applications (500+ screens). with a design system and detailed requirements. Supported the design and dev handoff to ensure smooth delivery. My contribution directly resulted in winning customer trust and developing a long-term partnership for digital platform design & development.
- **Leading the Innovation portfolio** which encompasses managing the strategic initiatives through innovationOps and upskilling organization on Design Thinking. Outcomes included a market release of [Design Plugin \(Figma\)](#), Version 1 launch of an open-source Design System suitable for digital commerce & internal bi-weekly learning session series.
- **Spearheaded thought leadership** around the Future of Telco in 5G era, Connected Homes and the Future of Banking in Machine-to-Machine economy. These pieces helped spark conversations with senior executives of our clients and positioned MobileLive for strategic projects.
- Working with CEO, President and a veteran external consultant to define a **consulting function** to position MobileLive as a strategic partner for SMB as well as large enterprise clients in Canada.

IDEATE INNOVATION – a Design & Innovation Firm

Co-Founder & CEO

PAKISTAN & CANADA

Nov 16 – Dec 18

Bootstrapped Pakistan's first specialized UX & Service Design Firm and grew it profitably from 2 to 15 – person company. IDEATE remains Pakistan's leading design firm which regularly partners with global design firms and NGOs such as IDEO, Grid Impact, GSMA, IPAS, Karandaaz (Bill & Melinda Gates Foundation partner).

- As CEO, I managed overall company affairs including company vision, sales strategy, partnerships, business development, legal affairs, contracts, HR and P&L.
- Led sales and new business development efforts with other partners through different channels including B2B, partnerships, collaborations, RFPs and RFIs. Won several projects competing against global design firms such as IDEO and IBM.

- Led several workshops on Design Thinking and User Experience with startups and corporates including leading Telecoms (Telenor & Jazz), Nestle Pakistan, Phillip Morris, Ignite Technology Fund and National Incubation Center
- Worked with engineering college of top tier university to develop an **innovation program** and incubation center. Worked with architects and marketing agencies to deliver a unique open innovation space concept. ([Link](#))

Digital Product Design

Client: Multiple

- **Led a team to redesign Product Experience for largest fixed line service provider in Pakistan, PTCL's** (Pakistan Telecommunication Company Limited) **IPTV product** (TV, mobile & web) with a 150,000+ subscriber base. Activities included User Research, Data Analytics, Competition Benchmarking, Redesigning Information-Architecture, Prototyping, Visual Design and Product Specifications. **The redesign contributed towards an average 20% QoQ growth in product line for the Telco in 2016.**
- **Led Green-field Product Discovery and roadmap for Jazz and Telenor** (No.1 and 2 Telcos with market cap of **30M+ subscribers** each), **to launch Digital Agriculture products** for Agri-businesses and smallholder farmers as key users. Engagement deliverables included:
 - Field interviews and observations with all key stakeholders of the value-chain,
 - **Design Sprints** with product, marketing and B2B team members along with GSMA **to define the business case and product roadmap,**
 - Readouts and pitch decks for Chief Digital Officers sharing market insights and value proposition,
 - Detailed User-testing result reports of MVPs and service trials with target users,
 - **Product specification document for a Minimum Viable Product (MVP) Agri-Tech Product,**
 - Technology assessment of internal product offerings (from other verticals) and three shortlisted startups as potential partners for pilot launch.
 - Post-launch assessment of market learnings for future iterations and business model pivots.

Financial Technologies

Client: Multiple

- **Led a Human Centered Design study** on Biometric cash withdrawal process **for Pakistan's largest social safety net program** - Benazir Income Support Program's ([BISP](#)), **servicing 5.9 Million with an annual budget of \$1B+.** Study goal was to identify areas of financial leakages and propose solutions for their mitigation. We proposed a robust, inclusive and user-friendly redesigned grant disbursement process. [Link](#)
- Supported a comprehensive study sponsored by **Bill & Melinda Gates Foundation** (BMGF- Karandaaz) to evaluate Design of BISP's government transfers program as per BMGF's Digitize, Direct, Design (D3) principles.
- Spearheaded Design Research to understand '**Banking behaviors of Millennials**' in Pakistan for thought leadership in Banking Sector Digital Transformation efforts.
- Delivered User Experience audits of various leading banks banking applications and Fintechs. Several recommendations were implemented by FinTech [Finja](#) and [HBL](#). IDEATE was contracted for redesign of experience.

Agriculture Digitization

Client: Multiple (Telecom) & GSMA

- **Led a thorough assessment to provide recommendations for improving Service Design,** onboarding process, mobile applications UX **for farmers in a large scale and \$1B budget, multi-stakeholder flagship project of [Government of Punjab](#)** to provide Digital Credit and Agriculture applications to 500,000 farmers across the province. Digital products and services were provided by [Telenor Pakistan](#) (No. 2 Telco).

Healthcare

Client: Fauji Foundation Hospital

- **Led a patient experience re-design project** for Fauji Foundation Hospital (a 1000+ bed Veteran Hospital) to improve the navigation system of the hospital for the illiterate patients as well as educated English speaking patients. Navigation design system incorporated color systems, visual aids, local language (urdu) as well as colored navigation floor lines. An overwhelming majority of surveyed patients found the prototypes helpful in finding their way. [Link](#)

BOLT TECHNOLOGIES

Co-founder & Lead Consultant

Provided product, technology and UX consulting to early stage startups and technology businesses to bring ideas to market following methodical approach to conduct discovery, develop go-to-market strategy and rapid testing using lean-startup methods.

ISLAMABAD, PAKISTAN

March 15 – Oct 17

CYKIQ – (bike sharing startup) Entrepreneur in Residence

Jan 17 – Oct 17

- **Helped grow the bicycle sharing startup from 10 bikes to 200 bikes in Pakistan’s largest university campus in Capital city, in six months by advising the team on product strategy & go-to-market.**
- Helped develop business case for the startup and **secured the seed funding** round to scale it from proof-of-concept to full launch at the largest university campus.
- I served as the board member and entrepreneur-in-residence (from investor side), advising the team through rapid experimentation and growth pains. I supported the startup in branding, contract negotiations, fundraising and outreach, sourcing and procurement from vendors in China, Canada & China, developing bid responses for government tenders and EOIs as well as product development & payment gateway integrations.
- Conducted user research and **experience audits of the mobile app** to improve on the user experience.

BOLT – (ride hailing startup) Co-Founder & Product Lead

Sep 15 – Mar 16

- Conducted **market research, customer discovery**, developed **go-to-market strategy** and prepared **financial plans** for a ride-hailing startup targeting taxi and rickshaw market in multiple cities after **interviewing 100+ drivers and customers**. Graduated the startup from **Founder Institute** (Silicon Valley based accelerator), startup cohort in 2016.
- Conducted several **digital experiments to test hypothesis** and assumptions using lean startup methods including but not limited to landing pages, experience trials, wizard-of-oz techniques.
- Worked with UX Designer to document user-journeys, user-scenarios and develop wireframes & mockups for the mobile app as well as phone IVR service.

COWLAR INC. (a YCombinator startup) – Product Consultant

Mar 15 – Sep 15

- Supported the startup from **idea generation phase to pilot launch** in Polish & Pakistani farms. **Early product trials demonstrated upto 10% productivity gains** (yield & input reduction) on strawberry farms.
- **Helped conduct user research and develop product specifications** for Internet of Things (IoT) products in Agriculture including the flagship product Cowlar: ‘Fitbit for cows’ – also conceptualized the product name.
- Supported Cropmatix (soil moisture sensing and decision support system for farmers) product teams to conduct literature review, **global competition benchmarking** against major suppliers, **market assessment** and early **customer identification** and **use-case generation** with early adopter farmers.
- Developed and won pitches for startup competitions e.g. Future Agro Challenge Pakistan. Developed product plans and marketing collateral for the products including [demo videos](#).

LUTRON ELECTRONICS

PENNSYLVANIA, USA

Design and Development Engineer – Product Lead Role

Aug 2011 – Apr 2015

Managed design & development teams for 3 commercial product lines in an Agile environment.

- **Owned and managed product release plans**, in coordination with key stakeholders, to ensure superior product experience for customers, while meeting challenging deadlines. **The commercial lighting controller product was a flagship product line** which integrated with several lighting control systems (LEDs, Fluorescents, High-voltage lighting on wired and wireless systems). It was sold in US, Canada, EU, Asia & South America regions.
- **Managed and led a team of 4 developers dedicated for the three product lines** working in Scrum environment.
- **Led cross-functional coordination** with Hardware Engineering, Sales, Quality Assurance, Manufacturing and Field Service **teams to lead product releases for new and existing feature enhancements**, and quality improvements/
- Delivered a project to re-architect product software of a top selling, commercial wireless lighting control device, achieving 10% memory reduction and a product re-engineering cost savings of 1M USD.
- Contributed to all stages of product development lifecycle for a new ‘Motor Control Interface’ device from initial specifications to field rollout, working in a cross-functional team.
- **Led and managed software specifications for new products** and features based on customer requirements, strategic roadmaps and product support backlogs.

NATIONAL UNIVERSITY OF SCIENCES & TECHNOLOGY

ISLAMABAD, PAKISTAN

Research Engineer

Aug 2009 – July 2010

- Helped setup a research lab and managed the senior design projects for two teams of 8 students.
- Managed P&L, reporting, controls and project management for these funded projects to ensure KPIs are met.

EDUCATION

CORNELL UNIVERSITY, COLLEGE OF ENGINEERING

NEW YORK, USA

Master of Engineering: Systems Engineering (CGPA: 3.80/4.00)

2010 - 2011

Entrepreneurship, Project Management, Systems Analysis and Optimization, 6-Sigma Black Belt Certification, Design and Operation of Reliable Systems, Principles of Supply Chain Management

NATIONAL UNIVERSITY OF SCIENCES & TECHNOLOGY

Bachelor of Electrical Engineering (CGPA: 3.54/4.00)

Embedded Systems, Data Structures, Control Systems, Digital Signal Processing, Communication Systems

ISLAMABAD, PAKISTAN

2005 - 2009

LEADERSHIP & VOLUNTEERING

GLOBAL STUDENT ENTREPRENEUR AWARDS, PAKISTAN (gsea.org)

Board Member

2016- 2018

- GSEA is one of the largest student entrepreneurship programs globally. Helped grow the program by 300% in terms of intake within Pakistan. Mentored the winning startups for global competition.

NUST ENTREPRENEURS NETWORK

Founder and Curator

2011- Present

- Founder and manager for an alumni network connecting 2000+ alumni and entrepreneurs for sharing entrepreneurial interests in diverse market segments. Organized several meet-up events for the network.

NUST ALUMNI ASSOCIATION

2008 – Present

- Board Member and Trustee of NUST Alumni Canada Chapter connecting 250+ alumni.
- Member of the Alumni Association General Body which connects 30,000+ Alumni worldwide.
- Helped grow the financial aid program by 200% over 5 years. The program now sponsors 200 students each year