

Waleed Masood Zuberi

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EDUCATION

Master of Science in Human-Computer Interaction

Indiana University, Bloomington, US. May 2024. GPA: 4.0

Bachelor of Business Administration

Institute of Business Management, Karachi, Pakistan.

EXPERIENCE

Digital Product Manager, The Citizens Foundation, Jan 2020 – Jul 2022

- Led design and development of a peer-to-peer fundraising platform, optimizing the user experience for fundraisers, donors, and internal teams, including currency and beneficiary management.
- Achieved \$1 million in online donations and a 60% year-over-year user growth. Successfully secured grant funding to maintain continued development.
- Conducted user and market research, including focus groups, interviews, usability tests, and competitive analysis to inform strategic decisions and design improvements.
- Led initiatives to improve user experience and accessibility, utilizing data-driven insights from research and testing to improve donor engagement and satisfaction.
- Revamped the donor services function, redesigning UX of online and internal processes by utilizing wireframes, prototypes, lean UX, service blueprints, and journey maps.
- Managed the agile development process, leading a cross-functional team of designers and developers, integrating continuous user feedback into design iterations to ensure delivery on time and within budget.

Digital Marketing Lead, The Citizens Foundation, Feb 2018 – Jan 2020

- Led design and implementation of an automated chatbot to field incoming inquiries on social media, reducing response times and team workloads.
- Grew the online donations portfolio to USD \$8m+ and new donor database by 12%, boosting online conversion rates by 60% and increasing global website traffic by 62%.
- Implemented data-driven methodologies such as detailed analytics and live dashboards, A/B testing, conversion optimization, and iterative UX testing.
- Executed an advertising budget of \$400k+ in various markets with an average return on ad spend of \$30.

Marketing & Preproduction Coordinator, ICE Animations, Jan 2017 – Jan 2018

- Managed artwork, screenwriting, and production pipelines, digital assets for various 3D animated projects, including a web series with 21m+ views on YouTube.
- Coordinated story development dailies, creative research, and 3D production pipeline for 10+ minutes of feature film animation tests.

PUBLICATIONS

Santos, A., Silva, P., Zuberi, W., Jordan, P. (2023). A Survey of Beliefs and Attitudes toward Artificial Intelligence - Practical Implications and Fictional Depictions. Applied Human Factors and Ergonomics International.

SKILLS

Design & Research: Design thinking, Interaction design, Service design, Visual design, Experience design, User research, Contextual inquiry, Surveys, Interviews, Personas, Affinity mapping, Journey mapping, Storyboarding, Prototyping, Wireframing, 3D & VR, Usability testing, A/B testing, Heuristic evaluation, Content audit, Information architecture

Marketing & Product Management: Branding, Digital marketing, Front-end Development, Agile development, Roadmapping, SEO, Social media marketing, Data analytics and visualization, Client service, Customer success, Technical writing, Creative writing, UX writing

Tools & Software: Figma, Adobe XD, Adobe Suite, Unity 3D, PowerBI, Tableau, HTML, CSS, JavaScript, React, PHP, SQL, Git, Jira, Qualtrics