

Hira Javed

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EDUCATION

Gizmology: Introduction to Electronics with Arduino May 2013
OCAD University – Continuing Education

Wearable Media April 2013
OCAD University – Continuing Education

Master of Digital Experience Innovation September 2011 – August 2012
University of Waterloo

Honours Bachelors in Business Administration, Brand Communication September 2006 – April 2010
Wilfrid Laurier University

PROFESSIONAL EXPERIENCE

Usability Specialist, *Canadian Broadcasting Corporation* September 2012 – Present

- Conduct user experience (UX) research to inform product development decisions from idea conception to post-launch analysis.
- Plan and implement various investigative methodologies based on research objectives:
 - Usability/guerilla test, tree test, card sort, interview, heuristic evaluation and competitive analysis
- Provide usability support to internal stakeholders such as:
 - CBC TV, CBC Music, CBC Sports and CBC Radio
- Contribute to the production of an internal bi-weekly digest, which highlights emerging trends in the digital industry, and their relevance to the CBC.

Instructor – User Experience Design, *University of Waterloo* January 2013 – Present

- Developed the curriculum for an undergraduate UX course for the Global Business and Digital Arts program.
- Designed strategies and tools to facilitate discussions and activities related to UX.
- Lectured, mentored and evaluated over 180 undergraduate students over the course of 2 academic years.

Web Analyst/Application Tester, *Powernoodle Inc.* September 2011 – April 2012

- Created daily reports using Google Analytics to track web activity.
- Developed and implemented email marketing and search engine optimization strategies.
- Compiled monthly web analytics reports to be sent out to the executive team.
- Tested features and content of the application to improve user experience.

Sales Analyst, *PepsiCo Beverages Canada* October 2010 – August 2011

- Supported Key Account Managers in the delivery of sales and profit objectives (Net Revenue, Margin Contribution) for the Shoppers Drug Mart, Pharma Plus and Wal-Mart accounts.
- Compiled weekly scorecards and ad hoc reports using Wal-Mart's POS data system called Retail Link.
- Managed financial models for Ontario, Quebec, West and Atlantic regions, for the Drug Channel.
- Streamlined the reconciliation process for Shoppers Drug Mart and Pharma Plus accounts.

Training Material Specialist - SV&V, Research In Motion January 2009 – April 2009

- Created SV&V's new Training Management System (TMS) using Moodle:
 - Worked with the Tools team to set up the interface
 - Created course material for online training courses
- Delivered training session to over 120 in-house employees, as well as trained SV&V teams in Singapore, Slough, Bochum, Ottawa and Chicago via teleconference.
- Developed user and administrator manuals for the new TMS.

Marketing & Communications Co-ordinator, Laurier Students' Public Interest Research Group August 2008 – April 2009

- Provided training and mentorship for Social Marketing Interns to develop their branding and media skills.
- Initiated partnerships with organizations on campus and in the Kitchener-Waterloo community.
- Revitalized the 'LSPIRG' brand through organizational business cards, community events, newspaper and magazine advertisements, posters and increased online presence.

Lead Youth Services Officer (LYSO), Government of Canada, Service Canada Summer 2008

- Led a team of 3 Youth Services Officers (YSO) and successfully managed Mississauga East location of Service Canada Centre for Youth (SCCY).
- Trained YSOs on workshop facilitations, career coaching, resume critiques and event planning to enhance the quality of service delivery.
- Successfully organized events that were on-budget and aligned with the national priorities for the program.
- Organized 'Job Expo 2008', which was attended by over 500 job-seekers and 20 recruiters.

FINAL MASTERS PROJECTS

Researcher (Adecco Contract), Google Inc. April 2012 – August 2012

- Conducted qualitative and quantitative research for the Google Shopper.

User Experience Researcher, Marmot Labs April 2012 – August 2012

- Conducted user research in the discovery phase of the app development process.

SPEAKING ENGAGEMENTS

UX Research in an Agile World November 2014
Full Stack Toronto Conference

Guest Lecture: User Experience Design October 2014
University of Toronto Cognitive Computing Course in Collaboration with IBM Watson Project

UX of Ephemeral Messaging July 2014
UXD Toronto, Toronto - Canada

Facebook Timelines: Episodic Memory Creation, Recall and Modification in the Digital Age May 2014
1st Symposium on Creating Characters, Inventing Lives: The Art of Self, Toronto - Canada

Privacy Policies and Digital Identities: The Importance of Anonymity for Female Muslim Bloggers September 2012
Canadian Federation of University Women, Stratford – Canada

How Muslim Women are Using Digital Media to Communicate, Connect and Empower Themselves March 2012
Optimism Place – International Women's Day, Stratford - Canada

PUBLICATION

Javed, Hira. *"How Generation Y Is Energising the 'Muslim' Brand through Novelty T-shirts."* International Journal of Social Entrepreneurship and Innovation 2.1 (2013): 33. Print.

AWARDS & ACCOMPLISHMENTS

True Blue, *PepsiCo Beverages Canada*

April 2011

Event Management Award, *Service Canada Centre for Youth, Government of Canada*

Summer 2008

Student Leader of the Year, *School of Business & Economics*

March 2008

Take Action Award, *Service Canada Centre for Youth, Government of Canada*

Summer 2007