

RAMI OBEAD

Mobile: (613) 981-7873

Website: www.ramiobead.ca

E-mail: hugerd@gmail.com

LinkedIn: <https://www.linkedin.com/in/rami-obead-24aa98301/>

EXPERIENCE

AUG 2024 – Present

CONSUMER DIGITAL PRODUCTS LEAD

Financial Consumer Agency of Canada | Agence de la consommation en matière financière du Canada | Government of Canada

- Leading the development and implementation of a digital products strategy aligned with the National Financial Literacy Strategy.
- Setting goals for digital product initiatives and ensuring they support FCAC's mission to protect consumers' financial interests.
- Overseeing the design and improvement of digital platforms (e.g., websites, mobile apps) to ensure user-friendly, accessible, and visually appealing experiences.
- Conducting user research and usability testing to gather feedback and identify areas for enhancement.
- Ensuring the digital products adhere to accessibility standards and guidelines set by the Government of Canada.
- Managing the lifecycle of digital products, including planning, development, testing, launch, and ongoing maintenance.
- Coordinating with cross-functional teams such as developers, designers, content creators, and marketing specialists.
- Implementing best practices for agile development and continuous integration to deliver high-quality digital solutions.
- Using analytics and performance metrics to assess digital products' effectiveness and identify opportunities for improvement.
- Analyzing consumer behaviors and feedback to inform product enhancements and new feature development.
- Reporting on key performance indicators (KPIs) and making recommendations to senior management.
- Working with the communications team to create content strategies that engage and inform Canadian consumers about financial literacy.
- Ensuring the digital products reflect the latest financial guidance and resources, keeping content accurate and up-to-date.
- Developing digital marketing strategies to promote the use of FCAC's digital tools and resources.

- Collaborating with internal and external stakeholders to gather input, align objectives, and drive digital initiatives forward.
- Engaging with partners such as financial institutions, technology providers, and government agencies to expand the reach and impact of FCAC's digital products.
- Ensuring digital products comply with relevant legal, privacy, and security requirements.
- Identifying and mitigating risks related to digital platforms, including data protection and accessibility issues.
- Leading digital transformation projects to modernize existing platforms or introduce new technologies.
- Coaching and mentoring team members to enhance their skills in digital product management and user-centered design.

JUN 2019 – AUG 2024

CHANGE MANAGEMENT ADVISOR

Organizational Change Management Office | Canadian Nuclear Safety Commission |
Government of Canada

- Spearheaded the transformation of the Tech Talk App by integrating comprehensive UX/UI design strategies, conducting user research, and implementing multimedia graphic enhancements, resulting in a streamlined and engaging user experience.
- Orchestrated a change management initiative for the Management Program and Reporting system, focusing on stakeholder engagement, training, and continuous improvement, while concurrently optimizing UX/UI design and multimedia graphics for enhanced functionality and visual appeal.
- Led the redesign of the IMTD SharePoint Site, employing change readiness assessments, risk management techniques, and multimedia graphic solutions to facilitate seamless navigation, improve usability, and foster stakeholder engagement.
- Managed the comprehensive overhaul of the GCSI platform, applying user scene analysis, interaction design principles, and multimedia graphic enhancements to elevate user satisfaction and streamline content delivery.
- Directed the development of the CNSC eWork Playbook, integrating content strategy, visual design improvements, and change management techniques to align with organizational goals and enhance user adoption.
- Guided the transformation of the Telework User Guide through targeted target marketing research, tone of voice adjustments, and multimedia graphic enhancements, resulting in increased usability and user engagement.
- Oversaw the redesign of BORIS (CNSC Intranet Site) by leveraging low-fidelity and high-fidelity digital prototypes, conducting usability testing, and implementing change management strategies to optimize functionality and user experience.
- Coordinated the implementation of Microsoft 365 (CNSC learning hub), utilizing visual design - UX style guides, stakeholder engagement strategies, and multimedia graphic enhancements to facilitate effective knowledge sharing and skill development.
- Led the development of the GCworkplace Website, integrating information architecture improvements, content strategy enhancements, and change management techniques to align with organizational objectives and user needs.

- Managed the RWI (Re-imagine the workplace) initiative, employing mind mapping techniques, persona development, and multimedia graphic enhancements to support organizational change efforts and enhance user engagement.
- Directed the development of the WebVU App, applying creative briefs, mood boards, and multimedia graphic solutions to deliver a visually compelling and user-friendly platform aligned with business and user goals.
- Coordinated the creation of the Digital Signature Playbook, utilizing low-fidelity and high-fidelity paper prototypes, interaction design principles, and multimedia graphic enhancements to optimize usability and facilitate adoption.
- Oversaw the development of the Hyperlink Playbook, implementing change management strategies, visual design improvements, and multimedia graphics to enhance accessibility and user experience.
- Managed the creation of the Onboarding Process App, integrating assessment and planning methodologies, stakeholder engagement techniques, and multimedia graphic enhancements to streamline employee onboarding and improve retention.
- Coordinated the development of the Zoom User Guide, utilizing training and education strategies, continuous improvement methodologies, and multimedia graphic enhancements to enhance user proficiency and satisfaction.
- Directed the optimization of the Request Fulfillment Process, employing risk management techniques, monitoring and evaluation frameworks, and multimedia graphic enhancements to improve efficiency and user experience.

JAN 2022 – APR 2022

RESEARCH PROGRAM OFFICER

Innovation and Research Division | Canadian Nuclear Safety Commission | Government of Canada

- Conducting user research to understand target audience needs and preferences.
- Developing Content Strategy aligned with user and business goals.
- Applying SEO best practices to optimize content discoverability.
- Conducting thorough assessments and planning strategies for change implementation.
- Effectively communicating changes to stakeholders at all levels of the organization.
- Providing comprehensive training and education sessions to ensure staff readiness for change.
- Engaging stakeholders through various channels to gather feedback and address concerns.
- Conducting Change Readiness Assessments to gauge organizational preparedness.
- Implementing risk management strategies to mitigate potential obstacles during change initiatives.
- Monitoring and evaluating change progress, making adjustments as necessary for continuous improvement.

JAN 2019 – JUN 2019

PROGRAMMER ANALYST

Information Management and Technology Directorate | Canadian Nuclear Safety Commission | Government of Canada

- Contributed to the upgrade, development, deployment, and testing of mission-critical applications for the ASD/IMTD department (EDS, RIB, MIK, SSTS, and NMAR), optimizing system performance and ensuring seamless integration across platforms.
- Collaborated with the ASD team on the Server 2016 upgrade project, playing a key role from planning through to implementation, which resulted in improved system security and efficiency.
- Developed a user-friendly and visually appealing Kanban board application, enhancing project management capabilities by allowing teams to effectively track tasks, deadlines, and progress using automated workflows.
- Created and executed detailed test cases and documentation for individual applications as well as multi-application environments, contributing to code quality, system stability, and adherence to best practices.

SEP 2018 – JAN 2019**MULTIMEDIA GRAPHIC DESIGN OFFICER**

Strategic and Communication Directorate | Canadian Nuclear Safety Commission | Government of Canada

- Implemented comprehensive UX/UI design strategies to enhance user experience and interface functionality across various digital platforms.
- Conducted extensive user research and analysis to inform design decisions, including persona development, user scene mapping, and target market research.
- Developed information architecture and content strategies to optimize navigation and ensure coherent user journeys.
- Utilized low-fidelity and high-fidelity paper prototypes, as well as digital prototypes, to iterate and refine designs based on user feedback.
- Designed visually appealing multimedia content, including graphics, multimedia elements, and UI components, to align with brand identity and enhance user engagement.
- Collaborated with cross-functional teams to storyboard and wireframe multimedia projects, ensuring alignment with project goals and timelines.
- Applied typography principles and visual trends to create compelling graphic designs and multimedia assets.
- Conducted usability testing and quality assurance to identify and address any usability issues or design inconsistencies.
- Managed multiple projects simultaneously, prioritizing tasks effectively to meet deadlines and deliver high-quality designs.
- Led the redesign of app icons, loading screens, and various screens to improve visual appeal and user experience.
- Developed a UX style guide to maintain consistency and coherence in design elements across different digital platforms.

- Implemented SEO best practices to improve the visibility and discoverability of digital assets.
- Defined problem statements and created creative briefs to guide project direction and communicate design objectives effectively.
- Established a consistent tone of voice in multimedia content to resonate with the target audience and enhance brand identity.
- Stayed updated on visual trends and innovations in multimedia design to incorporate fresh ideas and maintain relevance in design projects.

SEP 2017 – SEP 2018

INSTRUCTOR

School of Information Technology | Carleton University

- Taught undergraduate courses in C and C++ programming, including foundational and object-oriented concepts.
- Prepared and delivered all course materials, lectures, labs, and demonstrations.
- Created assignments, quizzes, projects, and exams for student evaluation.
- Provided hands-on coding support and debugging assistance during labs and office hours.
- Taught key topics such as memory management, data structures, algorithms, and software design principles.
- Guided students through building complete C/C++ programs and applying best practices in code structure and problem-solving.
- Monitored student progress and provided feedback to strengthen their practical programming skills.

JAN 2011 – JAN 2017

UI/UX DESIGNER

IBITech Solutions Inc | Ottawa | Canada

- Implemented comprehensive coding strategies and UX principles to develop user-centric applications across multiple projects.
- Conducted user research and data analysis to inform development priorities and software enhancements.
- Developed software architecture, structured content using programming techniques, and optimized navigation logic.
- Built interactive front-end components using HTML, CSS, JavaScript, and relevant frameworks.
- Designed and prototyped interactive experiences in Unity, collaborating with developers to refine gameplay flow, UI behavior, and user interactions.
- Conducted usability testing and code reviews to improve software performance and functionality.
- Implemented content strategies programmatically to ensure relevance across platforms.
- Optimized code and UI assets for search engine algorithms to improve web application visibility (SEO).

- Refactored code to enhance software performance, responsiveness, and visual quality.
- Redesigned application interfaces and screens, improving both code efficiency and user engagement.
- Developed navigation elements and reusable components using a coding-first approach.
- Analyzed project requirements, translated them into software tasks, and defined clear problem statements.
- Conducted target market research to guide feature development based on user needs.
- Created personas and scenarios to support software design and testing decisions.
- Produced low- and high-fidelity prototypes for agile testing and iterative design cycles.
- Collaborated closely with developers to implement interaction designs and optimize code for better engagement.
- Managed project timelines, conducted quality assurance checks, and ensured compliance with design and development standards.

JUL 2007 – JUL 2010

INSTRUCTOR

School of Information Technology | International University for Sciences and Technology
Taught Multimedia Graphic Design with a focus on integrating coding practices and software development skills, including:

- Applying programming principles to multimedia content creation and UI/UX design.
- Developing branded software elements and integrating them into digital products.
- Utilizing storyboarding, wireframing, and front-end coding techniques for software projects.
- Applying coding skills for photo editing and multimedia manipulation using industry-standard tools.
- Exploring visual trends and innovations, incorporating them into coding practices.
- Conducting quality assurance tests to ensure coding standards and design excellence.
- Managing project timelines and prioritizing coding tasks to meet deadlines.

JUL 2005 – JUL 2007

INSTRUCTOR

Faculty of Computer Sciences | Jamia Millia University
Instructed courses in programming with a focus on web development and software engineering, including:

- Teaching programming fundamentals through hands-on coding exercises in HTML, CSS, JavaScript, C++, C, and C#.
- Emphasizing best coding practices, debugging techniques, and version control workflows.
- Demonstrating the use of modern web frameworks for creating dynamic and responsive web applications.
- Conducting collaborative coding projects to enhance teamwork and coding skills.
- Integrating real-world programming challenges and industry trends into the curriculum.

JUL 2002 – JUL 2005

INSTRUCTOR

Faculty of Computer Engineering | Ibb University

Focused on teaching fundamental programming concepts and web development, with topics including:

- HTML, CSS, and JavaScript for developing structured, responsive web pages.
- Coding best practices, debugging techniques, and efficient software development workflows.
- Utilizing coding exercises and projects to teach real-world web development skills.
- Integrating accessibility considerations into software development to meet industry standards.
- Fostering collaboration and coding skills through group programming challenges.

EDUCATION

- **Master of Information Technology (Digital Media) — Computer Vision Focus**
Thesis: *BSMLR-Stereo: A Traditional Stereo Vision Framework for Long-Range Vertical Structures Under Diverse Weather Conditions*
 School of Information Technology
 Carleton University
- **Computer Engineering Bachelor's Degree**
 Faculty of Computer Engineering
 Queen Arwa University

MICROSOFT 365 & CLOUD TOOLS

- Microsoft 365 Suite (Word, Excel, PowerPoint, Outlook, Access, OneNote, OneDrive)
- SharePoint (Lists, Libraries, Permissions, Workflows, Site Customization)
- Power Platform (Power Apps, Power Automate, Power BI, Power Virtual Agents)
- Teams Administration and Integration
- Forms, Planner, and To Do for collaborative project management
- Microsoft Admin Center and Azure Active Directory integration

CODING SKILLS

- Python, JavaScript, HTML, CSS, C++, C#, PHP
- GitHub
- Agile/Scrum methodologies, Test-Driven Development (TDD), APIs

- MySQL
- Visual Studio Code, PyCharm, Eclipse
- Unity
- AWS (Amazon Web Services), Azure PaaS and IaaS services
- Mocha, PyTest
- Matplotlib
- Unity, Unreal Engine
- OpenCV
- GraphQL
- XML, JSON

DESIGN SKILLS

- Webflow
- Adobe XD
- Sketch
- Figma
- InVision
- Axure RP
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- CorelDRAW
- Affinity Designer
- Adobe Premiere Pro
- Adobe After Effects
- Final Cut Pro
- DaVinci Resolve
- Autodesk Maya

CERTIFICATIONS

Project Management Institute (PMI ®)

- Program Management Professional (PgMP ®)
- Portfolio Management Professional (PfMP ®)
- Project Management Professional (PMP ®)

PROSCI ®

- Certified Change Practitioner

Scrum Alliance

- Scrum Master Certified (SMC ®)

National Association of State Boards of Education (NASBE)

- Change Management for Projects
- Leading Change
- Product Management First Steps
- Advanced Microsoft Project
- Advanced Visio: Working with Data
- How to Successfully Lead a PMO
- Learning Design Thinking: Lead Change in Your Organization
- Project Management Foundations

Cisco ®

- International Computer Driving Licence (ICDL)

AWARDS

- **PRESIDENT AWARD | The Canadian Nuclear Safety Commission**
The President's Award is the most prestigious honour at the CNSC. Exceptional contributions at the CNSC as well as sustained commitment to the CNSC's core values of respect, integrity, service, excellence, responsibility, and safety. Immediate action following the March 15th decision for all staff to work remotely at the onset of the pandemic. Ensured that CNSC continued to function effectively by strengthening CNSC remote connectivity capacity, by procuring and distributing IT equipment and by support to staff to shift to remote IT solutions.
- **BRAVO AWARD | The Canadian Nuclear Safety Commission**
Creates an original idea or uniquely adapts an existing program, process, practice, and concept which results in a long-term benefit to the CNSC. Develops and implements an innovative idea that results in a measurable increase in efficiency and productivity, develops and improves upon an innovative approach that is recognized as a best practice. Develops new tools and implements resourceful solutions to improve access to, as well as the delivery of, programs and services to CNSC employees or Canadians. Develops trend-setting initiatives that improve efficiency in operations and services and result in savings/benefit, and superior work performance in high pressure situations.

LANGUAGES

- **Arabic Language**
Native
- **English Language**
Full professional proficiency
- **French Language**
Reading C, Writing C, Oral (waiting for the exam)

REFERENCES AVAILABLE UPON REQUEST