

Raheem Mussa

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Employment Experience

Product Manager, Transportation Engineering at Miovision

Kitchener, ON | Apr 2017 - Present

Miovision delivers traffic data, real-time vehicle detection, and advanced engineering analysis for 600+ cities and engineering firms

- Designed and launched an application to analyze traffic data, with customers including City of Toronto's King St Pilot
- Led product strategy, channel distribution and international expansion which doubled customer base within 18 months
- Invested in product performance, workflow optimization, and direct-to-trial strategy that resulted in 8x SaaS revenue growth YoY
- Aligned government agencies and executive leadership on how new ways to reduce traffic congestion map to government RFPs
- Set a multi-year product vision with VP Market Strategy and Co-founder to shift key revenue streams from hardware to software
- Scaled in-market products that accounts for 90% of company revenue with increased uptime by 6x during peak seasons

Lead Product Designer at Miovision

Kitchener, ON | Feb 2015 - Mar 2017

- Established design methods, language and interface consistency, and messaging for three product lines
- Created a computer vision and human qualification application to count traffic data, reducing processing costs by 15% in a year
- Led design sprints, developed test and release processes, and gathered requirements as the Interim Product Owner

Co-Founder, Designer at Suvien

Toronto, ON | Feb 2014 - Jan 2016

Suvien is a non-profit tablet application designed for improving behavioural moods of those with Alzheimer's

- Designed the caregiver experience to manage content, developed the clinical trial framework and market-facing website
- Clinical trial participants with Sheridan Care for Elderly uncovered a 5-point mood improvement on the PANAS mood scale
- Partnered with the Alzheimer's Society of Ontario and Ontario Brain Institute for further trials in their R&D portfolio

Consultant, Web & Mobile at LANSA

Toronto, ON | Jan 2013 - Jun 2014

LANSA is a technology consulting company that delivers e-commerce and insurance solutions for clients in the USA and Caribbean

- Developed an insurance estimation tool for a university retirement fund, increasing renewal rates by 15% in one year
- Reduced wait times for a university registration course selection site by 50% by converting a list to a set structure

Senior Product Developer at Bimeda Animal Health Pharmaceuticals

Cambridge, ON; Los Angeles, CA | May 2012 - Oct 2012

- Designed and developed a bacteria monitoring and reporting process to reduce microbiology labour costs by 8% per week
- Created an ISO-compliant solution that automated alerts and reported historical trends within a 20-person facility

Education

Systems Design Engineering, Honor's with Distinction, at University of Waterloo

May 2012

Industrial Engineering (Exchange Program) at National University of Singapore

May 2011

Certifications: Dale Carnegie Leadership Training, DesignLAB

May 2016