Mir Sohail Ali

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Result-oriented design, marketing & technical unicorn with a decade of experience in helping organizations embrace technology, transform digitally, and share their stories using a strategic blend of emerging technologies and traditional mediums. I specialize in crafting compelling user experiential narratives for diverse organizations—from large agencies to academic institutions, complex start-ups and not-for-profits, forming relationships between ideas and reality, and improving the connections between people, cultures, and the products they use. I'm committed to continuous learning, team success and meaningful social impact, while working on the cutting-edge of design innovation and marketing trends.

Areas of Expertise

- Creative Direction, Art Direction & Mentorship
- Brand Design & Positioning
- UI/UX, Web, Interaction Design
- Video Editing & Colour Grading
- Animation & Motion Graphics
- Customer Relations Development
- Digital, Email & Content Marketing
- Project & Stakeholder Management
- Marketing Strategy, Ad Campaigns, Sales Funnels

Experience

H4S Enterprises O/A We Must   **Sept 2024 – Nov 2024**
Senior Manager, Product & Marketing

- Defined and executed product vision, strategy, and roadmap, aligning with business goals and market trends. Led end-to-end product development, prioritizing features and managing the product lifecycle, achieving user adoption growth of 35% and a 28% increase in revenue.
- Spearheaded the creation and maintenance of a scalable design system, fostering consistency across all user interfaces and reducing design-to-development time by 20%. Integrated branding guidelines into UI/UX frameworks, enhancing brand cohesion & boosting user retention by 15%.
- Designed and implemented a user-centered design strategy to align with product goals and market needs, ensuring seamless customer experiences across digital platforms resulting in a 25% increase in task completion rates. Streamlined the feedback process, reducing iteration cycles by 25%, and ensured alignment between business goals and user needs.
- Monitored and analyzed design performance through key metrics like bounce rate, conversion rate, and time-on-task by conducting A/B and usability tests. Implemented data-driven WCAG 2.1 compliant design changes that boosted conversion rates by 33% and reduced cart abandonment rates by 18%.
- Oversaw product and marketing budgets and optimized resources, leading to a 25% increase in driving campaign success. Led and mentored cross-functional teams, fostering a collaborative environment focused on innovation and growth.

Rogers Cybersecure Catalyst, Toronto Metropolitan University   **Oct 2019 – Mar 2024**
Web & Interactive Media Design Specialist

- Spearheaded the establishment of comprehensive design guidelines, standardized visual UI components and best practices, ensuring brand alignment and consistency across all initiatives, with tools like Figma and Adobe XD, increasing user engagement by 35%.
- Led content marketing initiatives, producing high-quality blog posts, articles, and multimedia content, leading to a 31% increase in website traffic, a 36% improvement in organic search rankings, a 25% increase in conversion rates and a 23% decrease in customer acquisition costs.
- Collaborated on drafting and developing funding proposals and pitches that resulted in

investment commitments of $15 million over 5 years from Rogers Communications, $1 million from RBC and $1 million from Mastercard, towards supporting Catalyst initiatives.
- Oversaw the design and implementation of customer-facing chatbot and training materials, leading to a 32% increase in conversions and closing high-ticket sales (net $5.5 million).
- Directed the web design and development process, translating user requirements into logical user flows, storyboards, information architecture, and website mock-ups streamlining the deployment process by 25%. Implemented cross-platform responsive design, boosting mobile traffic by 40%.
- Conducted user research, surveys, and usability testing to understand user needs, behaviours, and pain points, leading to a 25% improvement in user satisfaction scores. Optimized navigation and information architecture flow improving accessibility and usability, resulting in a 30% decrease in bounce rates on the main website and the landing pages.
- Integrated and deployed Google Analytics, SEMrush and Hotjar analyzing user behavior such as time-on-page and scroll depth and addressing pain points that lead to a 15% increase in task completion rates. Conducted A/B testing on design elements, achieving a 12% higher click-through rate on redesigned CTAs.

Mir Sohail Ali Studios   **Jan 2018 – Present**
Founder & Creative Director
- Providing ad-hoc creative and marketing services in the SaaS & not-for-profit sector. Notable clients include Rogers Communications, Cybersecure Policy Exchange, Govt. of Ontario, Alkali Partners, Avasam, Battlebet, Clearmove, Immutable, My Motor, Northflank, X-Opia, Zavy 360, FCBSix.

Seneca College   **Jun 2018 – Aug 2019**
Technologist & Course Instructor FYE 101
- Directed the production and curation of print and digital advertisement content for FCAD, resulting in 20% increase in engagement and program applications. Mentored students on portfolio development, resulting in a 15% increase in placements post-graduation.

Jessi Publications, Chennai, IN   **Oct 2016 – Dec 2017**
Marketing & Design Lead
- Led and managed a team of 10, including graphic, motion & interactive designers, artists, video editors and writers, offering guidance and feedback, and collaborated with subject matter experts to ensure timely delivery of high-quality design work. Ensured all educational materials met accessibility standards, making them suitable for a diverse range of learners and enhancing inclusivity increasing gross sales by 12%.

Education & Certifications
- **B.A. Digital Media (Game Design) (Hons.)**, University of Wales, Cardiff
- **Diploma Interactive Media Design (Hons.)**, Seneca College, Ontario
- **Market Disruption and Strategic Planning for Growth & Innovation**, HBS Online
- **HBX Core: Business Analytics, Economics for Managers and Financial Accounting**, HBS Online
- **Google Analytics, DV 360, Search Ads 360, Campaign Manager 360**, Google
- **Content Marketing, Inbound Marketing, Email Marketing, Inbound Marketing Optimization, Digital Advertising, Marketing, Sales, Service Hubs Software**, HubSpot

Technical Skills
InDesign, Illustrator, Premiere Pro, After Effects, Photoshop, XD, Figma, Sketch, Adobe Experience Manager, Webflow, WIX, WordPress, HTML, CSS, JavaScript, WCAG 2.1, Google Analytics, Display & Video 360, Search Ads 360, Google Ad Manager, SemRush, Spyfu, Wordstream, Google AI Studio, Zapier, N8N, Make, UIZard, Jasper, Recraft, HubSpot, Salesforce, Zoho, Mailchimp, HootSuite, Marketo, Jira, MS Project, MS Office