







HALA ANWAR

PRODUCT MANAGER | INCLUSIVE DESIGN


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 UnlockCase 
Toronto, ON 

EDUCATION

MASTER OF APPLIED SCIENCES HUMAN-COMPUTER INTERACTION & INFORMATION SYSTEMS

University of Waterloo
Sep '12 - Apr '16











Graduate Merit Scholarship 
Graduate Research Award 


BACHELOR OF SCIENCE (HONS)

COMPUTER SCIENCE & MATHEMATICS

Lahore University of Management Sciences
Sep '05 - Jul '09

CERTIFIED

Business Analysis Professional (CBAP) 
Product Owner (PSPO-1) 
Scrum Master (PSM-1) 
Design Thinking (LUMA) 
Microsoft 365 (MS-900) 
Power Platform (PL-900) 
Data Analysis with Power BI (DA-100) 
Managing MS Teams (MS-700) 
Azure (AZ-900) 
Azure AI (AI-900) 

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IN A NUTSHELL

5+ years of experience driving cross-functional teams to successfully deliver 10+ inclusive web and mobile projects across various industries. With a background in UX, business, and engineering, I am able to bridge gaps and ask the right questions while making decisions with imperfect information at crunch time.

EXPERIENCE

CHANGE ARCHITECT (WORKPLACE EXPERIENCE)

Avanade (Accenture/Microsoft)

Nov '18 - present

Advised executive-level client decision makers on applying design thinking principles to thoroughly understand employee concerns.


Co-created quarterly road maps using data-driven research and insights to tackle communication lapses and scale organizational structure to keep up with company growth.

Led the delivery of organizational change initiatives (including Teams & Sharepoint adoption) across 11,000+ employees in 24 countries, resulting in a 28% improvement in attrition and action KPIs. >

PROGRAM MANAGER (INCLUSIVE DESIGN)

Avanade (Accenture/Microsoft)

Apr '16 - Oct '18

Designed and launched the web and mobile B2B frontend solution of a \$59m government transit project enabling frictionless distribution of customized transit cards (serving 11 regional agencies, hundreds of partner organizations, and 4+ million riders ). >

Built the digital accessibility capability on the account, progressing to an optimized maturity level by advocating to shift accessibility left, training 65 multidisciplinary team members across ongoing projects, auditing live platforms to bring them in compliance with WCAG 2.1, backlogging remaining technical debt, and introducing a design system. >

UX RESEARCHER >

Touchlab (uWaterloo)

Jan '13 - Apr '16