

Noor Ali

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SKILLS

Product Skills & Tools: Git, GitHub, Jira, Notion, Figma, Claude Code, Cursor, Microsoft Office Suite (Excel, PowerPoint, Word), Photoshop, Canva, Google Suite, Slack, A/B Testing, User Research

Languages: SQL, Python, C/C++, Java, JavaScript, TypeScript, HTML, CSS

Frameworks: React.js, Next.js, Node.js, Tailwind CSS, Vite, Supabase

Methodologies: Agile, Scrum, Competitive Analysis, UI/UX Design Principles, Version Control, Test-Driven Development, Data Analysis

EXPERIENCE

WayBionic

June 2026 – Present

VP Internal

Calgary, AB

- Led scope and delivery of the team's official website, managing a **backlog** and running **sprint planning** in **Jira** to sequence design work and coordinate handoffs, with **Figma** for design
- Developed and presented a **cross-functional recruitment strategy** to engineering sub-team leads, iterating the approach each cycle based on **retrospective feedback** and structured outreach to grow membership from 30 to 64 (+113%)
- Used **AI tools** to establish brand guidelines and led marketing campaigns that grew social following by 100+ in 3 months

Calgary eSports United

Aug 2022 – Mar 2024

Founder / President / Director of Communications

Calgary, AB

- Scaled the organization to 1,500+ members over 19 months by executing data-driven user acquisition and retention strategy
- Directed the design of desktop and mobile websites in **Figma**, running **sprint planning** to sequence design work and driving a 15% increase in event attendance and new-member conversion over 3 months
- Ran a mixed-methods user research process (15 empathy interviews, 100+ surveys, 3 usability testing rounds) and translated findings into a **prioritized backlog** of features which improved online community engagement by 30%
- Led **competitive and market trends analysis** of collegiate esports organizations, presenting findings to leadership and translating them into a **prioritized set of initiatives** that shaped the org's strategy, positioning, and roadmap

Dr. Quan & Associates, Optometrist

Jul 2022 – Present

Office Administrator

Calgary, AB

- Managed daily office operations for 250+ patient appts. per week using RevolutionEHR, a practice management platform
- Identified bottlenecks in the pretesting and patient intake workflow and redesigned the process, increasing clinic throughput from 3 to 4 patients per hour (+33%)

PROJECTS

Ramble

Aug 2026

Product Manager

- Scoped and shipped an AI-powered journaling web app end-to-end using **Next.js**, **Supabase**, and the **Claude API**
- Leveraged the **Claude API** to perform **NLP-based sentiment analysis** on journal entries, surfacing weekly/monthly emotional trend summaries for users
- Built the **product strategy** and business case for Ramble's v2 roadmap, benchmarking journaling and productivity apps' UX patterns to **prioritize features** and shape the app's **go-to-market positioning**

LockedIn

July 2025 – September 2025

Product Manager & Designer

- Designed and built an in-house match management tool for League of Legends teams - including draft management and session analytics tracking - using **React.js**, **Node.js**, and **Tailwind CSS**
- Wireframed and iterated on the UI across multiple design rounds in **Figma**, incorporating feedback gathered from surveys
- Validated design decisions through hands-on usability testing, refining the draft and session-management flows

University of Calgary Solar Car Team

Oct 2024 – Apr 2025

Telemetry Member

- Built a 12-channel sensor telemetry and performance-monitoring system for a solar vehicle that competed in the American Solar Challenge 2026
- Built and tested the team's public-facing website front end using **React** and **TypeScript**
- Queried and extracted performance metrics from telemetry data using **SQL** to support cross-subteam research and analysis
- Reconciled telemetry requests from 8 subteam stakeholders against technical capacity and deadlines, **communicating trade-offs** to gain alignment and keep deliverables on schedule

EDUCATION

University of Calgary

- Bachelor of Science, Software Engineering*
- Bachelor of Science, Biological Sciences*

Sept 2024 – Expected: Jun 2028

Sept 2019 – Jun 2023

INTERESTS

Reading, Video Gaming, Martial Arts, Volleyball, Art and Design