

# Zeerak Ahmed

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## PROFESSIONAL

**Amazon.com Inc.** – Bellevue, WA 2018 - Present  
Senior UX Designer – Last Mile Delivery

- Design software, physical interventions and processes for our warehouse workers and drivers.
- Awarded *Just Do It* award for innovation & bias for action.

**Microsoft Corporation** – Bellevue, WA 2013 - 16  
Program Manager II – Bing Core UX

- Search on Windows 10: Team's authority for analytics on Cortana & Search usage, A/B testing.
- bing.com: Led the development of a coherent design approach to all UX optimization efforts across the organization.

**Motion Math Inc.** – San Francisco, CA 2012  
iOS Engineering Intern at 5 person company developing educational games

**Tintash Games** – Lahore, Pakistan 2011  
iOS Software Engineer on a 4 person team developing Woody Woodpecker for Chillingo/Universal

## EDUCATION

**Harvard University** – Cambridge, MA 2018  
Master in Design Engineering *with Distinction*  
A collaborative degree between the Graduate School of Design and the School of Engineering & Applied Science

- Overall Academic Performance Award.
- Distinction in Thesis (*Matnsaz* – keyboards and interface design for Urdu).
- Distinction in Collaborative Studio.
- Certificate of Distinction in Teaching (for CS 179: *the Design of Useful, Usable Interactive Systems*) '17 & '18.

**Princeton University** – Princeton, NJ 2013  
Bachelor of Science in Engineering *Magna Cum Laude*  
Major in Computer Science, Certificate in Public Policy & International Affairs from Woodrow Wilson School

- Elected to *Sigma Xi*.
- Grants from Woodrow Wilson School, and the Department of Music.
- Selected to working group on internationalization and the senior thesis by Middle States Reaccreditation Committee.
- Thesis: *The Design of Open Data Systems – Analyzed Through Case Studies in Nairobi and Lahore*.

**University of Oxford, Hertford College** – Oxford, England 2011  
Visiting Term for Public Policy, Ethnomusicology, Computer Animation

## RESEARCH & TEACHING

**Matnsaz** 2018 – Present  
• Masters thesis on Urdu keyboards, interface design, and software infrastructure. More: [matnsaz.net](http://matnsaz.net).

**Research Assistantships** – Harvard University 2017 - 18  
• *Goalkeeper* – Designer for software to support complex care teams to coordinate goal-centered care plans for children. Collaboration between Harvard's HCI faculty and Pediatrics at Stanford Children's Hospital.  
• *Testsites* – Developer for investigative work in to the history of remote sensing at the Harvard GSD.

**Teaching Fellowships/Assistantships** – Harvard University 2017 - 18  
• CS 179: The Design of Useful & Usable Interactive Systems (CS 179).  
• SCI 6349: Mapping II – Geosimulation.  
• CS 109: Data Science (CS 109).

**Teaching Assistantships/Grading Positions** – Princeton University 2012 - 13  
• Intro CS Classes (COS 109, 126, 217, 226).

## OTHER ACTIVITIES

**Writing:** Blogging on music, politics & design for 9 years, first at *Beggar at Ghazi Chowk* (finalist for Princeton's Ferris Prize in Journalism), now at *I am confused*; Columnist for *The Daily Princetonian* (2010 - 13); Editor-in-Chief & Lead Designer of *Misbah*, Princeton's Islamic Life Magazine (2010 - 13).

**Music:** Oxford Gamelan Society, Princeton Laptop Orchestra (design instruments & installations also), Princeton Tarana (Indian Music Ensemble), the German Shepherds (the Harvard GSD Band) and various other folk rock bands.

**Alumni Associations:** Founder of the Alumni Society of LGS JT; volunteer for Princeton University alumni groups.

## MISC HONORS

**Pakistan National U19 Debate Team:** Member (08 & 09); 5th Ranked ESL Speaker at WSDC 09.

**Lahore Grammar School:** Head Boy; 2 World Distinctions; *Roll of Honor* (Highest Graduating Award).

## INVITED TALKS

*What is Design Engineering* – Master in Design Engineering Pre-Term Panel, Harvard MDE Program. Aug 17, 2020.

*Systems Design Issues* – Moderated Discussion for new students in the Harvard MDE Program. Aug 12, 2020.

*Master in Design Engineering Alumni Panel* – Harvard MDE Program. Apr 17, 2020.

*Human-Centered Design* – Lecture, PSY 313: Mind the App: The Psychology of Technology, the Internet, and Social Media, Lahore University of Management Sciences. Apr 17, 2020.

*Design in Industry* – Podcast Discussion with Elena Glassman, for CS 179: Design of Useful, Usable Interactive Systems, Harvard School of Engineering and Applied Science. Mar 31, 2020.

*The Automation Revolution: Fighting For AI Technological Superiority* – Panel discussion, Harvard Project for Asian and International Relations Conference. Feb 16, 2020.

*Matnsaz, and unconventional user testing methods* – Design talk at Remitly, Seattle. Feb 10, 2020.

*Matnsaz* – Tech talk at Tintash, Lahore. Jan 16, 2020.

*User Research* – Lecture at the Harvard Master in Design Engineering First Year Studio. Nov 13, 2019.

Harvard Graduate School of Design Sert Council Event, Autodesk Gallery, San Francisco. Apr 16, 2019.

*Strange situations of real world design, and how to keep your sanity through them* – Lecture, CS 179: Design of Useful, Usable Interactive Systems, Harvard School of Engineering and Applied Science. Apr 11, 2019.

*Aesthetics in Software* – Lecture, CS 179: Design of Useful, Usable Interactive Systems, Harvard School of Engineering and Applied Science. Apr 19, 2018.

*Accomplished Ambition* – Student Showcase at Grounded Visionaries Campaign Celebration, Harvard Graduate School of Design. Apr 11, 2018.

*Shaping Soundscapes* – Moderated Discussion, Lahore Music Meet. Jan 7, 2018.

## SKILLS & INTERESTS

Fluent Urdu & English, conversational Punjabi, basic French.

Avid Interest in good design of all kinds. Dieter Rams, Edward Tufte, Beatles, Seinfeld fan. Follower of cricket, music and technology.