CF 312726

City of Seattle
Notice of Appointment

Name: **Murad Habibi**		☒ **Executive Appointment** ☐ **Legislative Appointment** ☐ **Agency Appointment** ☐ **PDA Council** ☐ **PDA Constituency**
Residential Neighborhood: Pike Place Market	**Zip Code:** 98101	**Contact Phone No.:** (206) 661-7345
Appointed to: Pike Place Market Historical Commission		**Date of Appointment:** December 12, 2012
Authority (Ord., Res.): **Ord. 100475**		**Term of Office** **From:** Confirmation **To:** December 1, 2015

Comments:

Murad Habibi lives in the Triangle building, located within the Market Historical District. He is currently employed at the Bill & Melinda Gates Foundation as a UX Designer/Business Analyst. He is interested in being appointed to the Commission as a way to give back to the community and gain experience in the public sector. He previously served on a committee that established a P-patch on the roof of the Mercer Street garage. He is familiar with the plans for a new building at the PC-1 North site and changes at Victor Steinbrueck Park. He has expressed a strong interest and commitment to maintaining the character of the Market.

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CITY CLERK

Authorizing Signature:	**Name and Title of Officer Making Appointment:** Mayor Mike McGinn

MURAD HABIBI

PROFESSIONAL EXPERIENCE

Jser Experience Designer /Analyst – Bill & Melinda Gates foundation 2011 – Presen

Accomplishments:

- Reduced the Global Health programs time to review application by 30% through usability and process changes.
- Improved collaboration and quality of systems within one year by developing a highly effective product team.
- Improved the user experience of the Gates Vaccine Innovation Awards 2012 site resulting in higher response rates.
- Nominated to be part of an 'innovation' team with the foundation based on past successes.

Experienced Consultant – Accenture 2004 – 201

Sectors: Non-profit, Communication, Technology and Utilities

User Experience Specialist (Global User Experience Group)

Clients – Huntsman Chemical, TELUS

Accomplishments:

- Managed User Experience team to successfully deliver project on time.
- Conducted customer interviews to obtain business and usability requirements.
- Liaison with Business Analysts to confirm and clarify functional requirements.
- Presented usability best practices and competitor analysis to director level leadership.
- Performed a quantitative usability analysis on customer's e-commerce site.
- Created portal storyboards and wireframes for new customer portal.

Finance & IT Strategy Consultant

Clients – AT&T Mobility, PATH

Accomplishments:

- Collaborated with PATH CIO and CFO to create a business case to secure funding for a 3 year Financial IT Strategy.
- At PATH, performed a competitive analysis of other non-profit IT investments and donor perceptions of IT investments.
- Worked independently with AT&T Mobility director level clients to define the small business online strategy.
- Researched and created Business Cases for new AT&T Mobility Small Business projects.

Business and Functional Analyst

Clients – AT&T Mobility, Microsoft, PG&E

Accomplishments:

- Project received its first "Business Excellence" Award from Chris Liddell, VP and CFO of Microsoft.
- Acknowledged as a Subject Matter Expert regarding customer privacy online.
- Presented security analysis to client leadership.
- Managed requirements throughout the software development lifecycle (SDLC).
- Created business requirements, functional requirements, use case, user acceptance test plans and change requests.

Business Process Re-engineering Consultant

Clients – AT&T Mobility, Microsoft, PATH

Accomplishments:

- Recommended "Quick Wins" and long term business process changes based on industry best practices to PATH CIO and CFO.
- Documented the PATH "As-Is" and "To-Be" business processes, creating the final deliverables and helped with overall project management duties.
- Conducted a business process redesign of the AT&T Mobility credit check process and provided recommendations that the client implemented.
- Define and documented business processes to ensure trade data integrity and quality in the global trade department of Microsoft.
- Created and implemented a process for the client to leverage internal and external research to drive future project at AT&T Mobility.

Business Engagement Lead

Clients – AT&T Mobility, Clearwire, Microsoft

Accomplishments:

- Liaison between IT and Business teams to track the development of the reports, tools and business processes.
- Identify process gaps and technical gaps for business tools and processes.
- Created reusable documents for training and an inventory of Clearwire reports, business tools and business processes across all departments within Clearwire as an input into future system selections.
- Performed impact analysis for each of the reports, business tool and processes to the Amdocs project. .
- Trained employees on new business processes and systems.

Senior Communication Consultant - Sprint PCS 2002 – 200

Accomplishments:

Nationally recognized as "truly a leader at Sprint" by the Vice President.
Received 105% on service evaluation from Sprint management and was promoted within 3 months.
Transformed the lowest ranked store in the district to the highest ranked store within 2 months.

EDUCATION

M.A, Telecommunication, Information, & Media Studies - Michigan State University 200

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Recent Professional Training

SigDoc 2012, Seattle 2012
Data Visualization, Edward Tufte 2012
ScrumMaster training, Scrum Alliance 2012 (Pending Certification)
UX Immersion Conference (Portland) 2012
Certified Product Owner, Scrum Alliance 2011
User Experience Specialist Certification, Accenture, 2011
User Experience Fundamentals, Accenture, 2010
Core Consultant School, Accenture, 2010
Business Strategy course work, Stanford University Continuing Education, 2006
Core Analyst School, Accenture 2006

PHILANTHROPY

/OLUNTEERING

- Child Haven
- Department of Neighborhoods (partnered to design & build the first rooftop p-patch in Seattle)
- Earthcorps
- Explorations in Math - MATHFEST
- Habitat for Humanities
- Life Long AIDS Alliance
- Marra Farms
- Northwest Harvest
- P-Patch Trust
- ROOTS
- Rosehedge/Multifaith Works
- Seattle Public Schools
- Seattle Works Day
- Treehouse for Kids
- United Way Day of Caring
- Washington Talking Book & Braille Library

FUNDRAISING

- Movember '12 (multiple organizations)
- P-Patch Trust
- American Cancer Society

DONATIONS

.ocal Organizations

- Crooked Trails
- Fare Start
- Gay City
- Institute for Community Leadership Training and Organizing
- KEXP
- Life Long AIDS Alliance
- Peoples Harm Reduction Alliance
- Pike Market Child Care & Preschool
- Pike Market Food Bank
- Pike Place Market Foundation
- Positive Futures Network (YES! Magazine)
- P-Patch Trust
- Rosehedge/Multifaith Works
- Seattle Animal Center
- Seattle Area Support Groups
- Seattle Counseling Center
- Seattle Foundation
- Seattle Works

National Organizations

- American Cancer Society
- American Heart Association
- City of Hope
- Human Rights Campaign
- Livestrong Foundation
- Movember Foundation
- Prostate Cancer Foundation
- The Southern Poverty Law Center

International Organizations

- Children's' International
- Human Rights Watch
- Royal University of Phnom Penh (RUPP) School of Social Work
- World Bicycle Relief

Pike Place Market Historical Commission

January 2012

12 Members: Per Ordinance 100475, appointed by the Mayor and confirmed by City Council, **3-year** terms:

- 2 Market merchants
- 2 Market property owners
- 2 Market residents
- 2 Nominees of Friends of the Market
- 2 Nominees of Allied Arts
- 2 Nominees of the Seattle Chapter of the American Institute of Architects (AIA)

D	D	Name	Appointed	Term Ends	Term #	Position
0	M	Rolluda, Alex	03/17/08	12-1-13	3rd	AIA Seattle Chapter
0	M	Horn, Donald	05/13/09	12-1-14	2nd	AIA Seattle Chapter
0	F	Murr Link, Karin	01/16/07	12-1-09	2nd	Allied Arts of Seattle
0	M	M. Guthrie, David	05/13/09	12-1-14	2nd	Allied Arts of Seattle
0	F	Patton, Sara	03/17/08	12-1-13	2nd	Friends of the Market
0	F	Pure, Stephanie	05/13/09	12-1-14	2nd	Friends of the Market
0	F	Herron, Joanne	03/17/08	12-1-13	2nd	Merchant
0	F	Zuege, Susan	03/17/08	12-1-13	2nd	Merchant
0	F	Shinbo, Sharron	03/17/08	12-1-13	2nd	Property Owner
0	F	Cialdella, Marika	03/30/12	12-1-14	1st	Property Owner
0	**M**	**Habibi, Murad**	**12/12/12**	**12-1-15**	**1st**	**Resident**
0	F	Connolley, Melissa	12/12/12	12-1-15	1st	Resident

Diversity

					(1)	(2)	(3)	(4)	(5)	(6)
	Men	Women	Vacant	Minority	Asian-American	African-American	Hispanic	Native-American	Other	Caucasian
Mayor	4	8	0	4	3	0	0	0	1	8