

# Pramesh Attwala

Product Manager

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## Delivering value for users and audience through design thinking and technology.

A seasoned professional and CBC alumni specializing in producing digital programs and products. At the core, I'm a creator with an entrepreneurial spirit, passionate about working with brilliant people to make digital things that solve real problems for real people.

- Design leadership
- Human centered design
- Mentorship to developers and designers
- Responsive website design
- Presentations & speaking
- Development leadership
- Solutions architecting
- Business development
- Client management
- Project management
- Process improvement
- Workflow optimization
- Business modeling
- Front-end development
- WordPress development
- Back-end development
- Data modeling

## Experience

### Freelance

June 2018 - Present

### Product Management Consultant

As an independent contractor, I work with new and existing clients to provide customer focused digital expertise for web and native products.

**Clients:** Allstate Canada ([blog.allstate.ca](http://blog.allstate.ca)), Send & Receive ([sendandreceive.ca](http://sendandreceive.ca)), Camp Walden Canada ([campwalden.ca](http://campwalden.ca)), COFO Design ([cofodesign.com](http://cofodesign.com)), Tuque Insurance Brokers

### GRNDWRK Inc.

January 2014 - April 2018  
[www.grndwrk.ca](http://www.grndwrk.ca)

### Partner + Technical Director

Co-founded GRNDWRK, a boutique user experience design studio in Toronto. Provided end-to-end project leadership, including planning, scoping, client management, project management, execution, and delivery. Optimizing processes between design and development teams to ensure teams could work effectively and efficiently to deliver projects on time and budget.

**Clients:** TIFF ([tiffcanadaonscreen.com](http://tiffcanadaonscreen.com)), Proof ([getproof.com](http://getproof.com)), Allstate Canada ([blog.allstate.ca](http://blog.allstate.ca)), Orion Travel Insurance, CAA Insurance ([broker.caainsurance.com](http://broker.caainsurance.com)), Camp Walden Canada ([campwalden.ca](http://campwalden.ca)), Grayson Matthews ([themusicassembly.com](http://themusicassembly.com)), Catelli ([catelli.ca](http://catelli.ca)), Boehringer Ingelheim ([red-fish.ca](http://red-fish.ca)), Roche ([rewritecancer.ca](http://rewritecancer.ca)), Home by Dream ([homesbydream.ca](http://homesbydream.ca)), Interac, Jam3, Kijiji, COFO Design ([cofodesign.com](http://cofodesign.com))

## Freelance

January 2010 - January 2014

## User Experience Designer / Front-end Developer

Provided user experience design services, including creative design and front-end development, for native apps and website campaigns.

**Clients:** Camp Walden Canada ([campwalden.ca](http://campwalden.ca)), Orange Paperclip ([productofitaly.ca](http://productofitaly.ca)), Spoke Technologies ([spokenphotoapp.com](http://spokenphotoapp.com)), Career Meets Life ([careermeetslife.com](http://careermeetslife.com)), Environics Communications, Garrison Health Technology Ventures, Bousfields ([bousfields.ca](http://bousfields.ca)), Marble Media, Ontario Camps Association

## Right Spot Media (formerly Commune Media)

August 2009 - September 2011

## Creative + Technical Lead

Lead the user experience design and development of various SMB program websites and digital marketing landing page campaigns. Managed off-shore development teams to ensure developed websites adhered to design specifications.

**Clients:** Cottage Life (formerly Quarto Communications), Enbridge Gas Distribution, Ontario Real Estate Association, ACÉPO, INTERxVENT Canada, Hospitals In-Common Laboratories

## Canadian Broadcasting Corporation

May 2003 - July 2009

## Interactive Producer

Designed and developed program websites, produced original interactive content features for CBC's Arts and Entertainment department. Lead organizational adoption of Web 2.0 best practices in CSS and JavaScript (JSON and AJAX).

**Programs:** Rick Mercer Report, Little Mosque on the Prairie, Just For Laughs, Being Erica, Douglas Coupland's iPod, Triple Sensation, Doctor Who, Steven Spielberg's Taken, Toronto Rocks! SARS Benefit Concert, Canadian Country Music Awards, Canadian Urban Music Awards, Brit Awards

## Web Developer

Front-end web developer of financial applications that enabled clients and financial advisors secure, online access to account information.

## Education

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### Product Faculty

July 2018 - August 2018

### Advanced Product Management Certification

Selected as part of a 10 student advanced product management masterclass, which had an 11% acceptance rate to the program out of all applicants for the cohort.

### Ryerson University

1996 - 2000

### Bachelor of Computer Science (BSc.)

Learned and applied key fundamentals of computer science: problem solving, algorithms, relational database design, human computer interaction (HCI), networking.