



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Murad Habibi		
Board/Commission Name: Pike Place Market Historical Commission		Position Title: Resident position
Appointment OR X Reappointment	Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Appointing Authority: <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: Specify appointing authority	Term of Office: Term start date 12/2/15 Term end 12/1/18	
Residential Neighborhood: Seattle	Zip Code: 98101	Contact Phone No.:
Legislated Authority: Ord. #100475		
Background: <p>Since December 2012, Mr. Habibi has served as one of the two Market resident representatives on the Commission. He has served as the Commission's Vice Chair and currently chairs the Guidelines Review Committee. He has demonstrated a strong commitment to preserving the character of the Market and is very thoughtful and thorough in his review of applications before the Commission.</p>		
Date of Appointment: 3/21/16	Authorizing Signature (original signature): 	Appointing Signatory: Edward B. Murray Mayor of Seattle

CITY CLERK

APR 16 PM 3:28

CITY OF SEATTLE

MURAD HABIBI

Seattle, WA

www.linkedin.com/in/muradhabibi

An imaginative, adaptable, and enthusiastic leader bringing over 10 years' experience creating cross-disciplinary solutions for Fortune 500 companies, global foundations, and non-profits. Authentic, high EQ collaborator attuned to interpersonal nuance. Dedicated to rigorous continuous improvement through iterative processes. Respects failures as unique and inspiring learning opportunities. Energized by intellectually independent people, and by environments with a bias towards action. Described by colleagues as a thoughtful listener with a compassionate and good-humored presence.

Exceptional skills and attributes:

Strategic/ Systems Thinking

- Creating openings to challenge fundamental assumptions
- Multi-and cross-disciplinary teambuilding
- Facilitation of paradigm-shifting dialogue

Human-Centered Design

- Experience/interaction design
- Development of responsive, adaptive, and resilient human-centered systems
- Fundamentals of User Experience & Testing: Ideation, iteration, prototyping, implementation
- Research methodologies: Interviews, observations, survey instrument design; user testing
- Storytelling: Personas; user scenarios; infographics; user journeys; storyboarding

Business Analysis

- Qualitative and quantitative data generation and analysis
- Conversant in multiple modalities (Agile, Design Thinking, Six Sigma, SDLC)
- Adept with business process flows and requirements gathering

PROFESSIONAL EXPERIENCE

Strategy & Innovation Senior Associate – Revel

2015 – Jan 2016

Human-Centered design management consulting, serving clients in the software, wireless, retail, and healthcare sectors.

Accomplishments:

- Independently pioneered a strategy to serve foundations, grantees and recipients to improve outcomes for underperforming investments.
- User analysis for design workshops to create a cross-functional team operating model.
- Origination of a decentralized IT business model that enables organization's innovators to take advantage of the latest collaboration technology.

Business Analyst – Bill & Melinda Gates Foundation

2011 – 2015

Accountable for the research, analysis, design and storytelling of the investment management processes, data and systems. Improved users' experience of foundation investment systems by leveraging HCD principles. The objective was to drive efficiencies in the operational investment processes, provide relevant information for investment decisions, and support the foundation in managing a complex and diverse multi-billion dollar portfolio of active and future investments across multiple interwoven program strategies.

Accomplishments:

- Implemented new HCD practices and co-developed user-centered technologies for active projects as part of the first IT innovation team.
- Reduced the Grand Challenges Exploration (GCE) team's time to review grant applications by 40% through usability and process changes.
- Presented to Director of Operations the results of the qualitative and quantitative analysis, prototyping and user testing to inform a go/no go decision of the new global foundation investment system.
- Organized and led multiple team workshops (30+ people) to test prototypes, gather user feedback and iterate on the design.
- Improved user experience of the Gates Vaccine Innovation Awards site by 30%, resulting in higher response rates.
- Performed Human-Centered Design and Six Sigma analysis that streamlined the expense reimbursement process and projected an annual cost reduction of 40%.
- Received two team innovation awards, in 2014 and 2015.

Consultant – Accenture**2004 – 2011**

An experienced and adaptable consultant in one of the world's largest and most respected consulting firms. Consulted for clients in various industries (i.e. telecommunications, software, chemical) and sectors (i.e. private, public and non-profit).

User Experience & Strategy Consultant

Member of Accenture's Global User Experience practice focusing on human centered design, design thinking and strategy. Responsible for translating the needs of the users and business to a cross functional team using user interviews, personas, storyboards, user experience flows, prototypes, wireframes, business requirements and functional requirements.

Accomplishments:

- Managed a design & engineering team to successfully deliver projects on time.
- Conducted customer interviews to obtain business and usability requirements.
- Coordinated with a cross functional team to confirm and clarify functional requirements.
- Research and 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, wireframes and prototypes for new customer portal.

Finance & IT Strategy Consultant

Responsible for research and strategic implementation and redesigning financial processes for multiple clients.

Accomplishments:

- Collaborated with PATH CIO and CFO to create a business case to secure funding for a 3-year Financial IT Strategy.
- Created a competitive analysis of other non-profit IT investments and donor perceptions of IT investments.
- Partnered with AT&T Mobility director level clients to define the small business online national strategy.
- Researched and created business cases for new AT&T Mobility small business project.

Process Improvement Consultant

Accountable for strategic process improvements with clients in the for-profit and non-profit sectors.

Accomplishments:

- Recommended "Quick Wins" and long term business process changes to CIO and CFO at PATH.
- Researched PATH's "As-Is" processes and created streamlined "To-Be" processes.
- Created a business process redesign of the AT&T Mobility credit check process that improved the user experience and reduced costs.
- Defined and documented business processes to ensure trade data integrity and quality in the global trade department of Microsoft was 100% compliant with international trade regulations.

EDUCATION**M.A. - Telecommunication, Information, & Media****Michigan State University**
Michigan State University**B.A. - Telecommunication, Information, & Media**

Human-Centered Design certification – IDEO.org

User Experience Specialist certification – Accenture Global User Experience

SCRUM Product Owner and SCRUM Master certifications - SCRUM Alliance.

CURRENT COMMUNITY SERVICE**Pike Place Market Historical Commission****2013 – Present**

Appointed by Seattle City Council for service on a decision-making body charged with preserving the historic character of the Pike Place Market. All use and design changes within the historic district must be reviewed and approved by the Commission.

- Reviewed use and design of the new \$75 million Pike Place Market waterfront expansion project.
- Voted Vice Chair by fellow commissioners within the first year of my appointment.
- Current Chair of the Guidelines Review Committee, responsible for drafting new guidelines and leading guideline updates.
- Created a coalition of city council members, city staff and community activists to effect legislation that increased the diversity of commissioners and retained the Commission's independent regulatory decision-making process.

Pike Place Market Historical Commission

12 Members: Per *Ordinances 100475 & 124935*, all subject to City Council confirmation, 3-year terms:

- 0 City Council-appointed
- 12 Mayor-appointed
- 0 Other Appointing Authority-appointed

Roster:

*D	**G	Position No.	Position Title	Name	Term Start Date	Term End Date	Term #	Appointed By
6	M	1.	Friends of the Market	John Ogliore	9-02-14	12-1-16	1	Mayor
6	F	2.	Friends of the Market	Christine Vaughan	12-15-14	12-1-17	1	Mayor
6	M	3.	Architect	Bob Hale	9-22-14	12-1-16	1	Mayor
1	F	4.	Architect	Rachael Kitagawa	TBD	12-1-17	1	Mayor
		5.	Business Owner/Merchant	Vacant		12-1-16		Mayor
6	M	6.	Business Owner/Merchant	Frank Albanese	2-3-14	12-1-16	1	Mayor
8	M	7.	Resident	Murad Habibi	12/2/15	12-1-18	2	Mayor
2	F	8.	Resident	Vacant		12-1-15		Mayor
6	M	9.	Property Owner	Jerrod Stafford	1/13/14	12-1-16	1	Mayor
		10.	Allied Arts of Seattle	Vacant		12-1-15		Mayor
6	M	11.	Allied Arts of Seattle	David M. Guthrie	2-13-12	12-1-14	2	Mayor
6	F	12.	At-Large	Anais Winant	1-4-16	1-3-19	1	Mayor

Diversity Chart:

(1) (2) (3) (4) (5) (6) (7) (8) (9)

	Men	Women	Vacant	Minority	Asian-American	Black/African American	Hispanic/Latino	American Indian/Alaska Native	***Other	Caucasian/Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	6	3	3		1					7		1	
Council													
Other													
Total	6	3	3		1					7		1	

Key:

*D List the corresponding *Diversity Chart* number (1 through 9)

**G List *gender*, M or F

***Other Includes diversity in any of the following: *race, gender and/or ability*