

# Md Farhan Ahmed

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## EXPERIENCE

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**NASA Ames Research Center**  
*Product Designer*

**Mountain View, CA**  
*January 2024 – July 2024*

- Led design strategy & execution of 3 internal tools that boosted task efficiency of NASA researchers by 40%.
- Used user-centered design process to create a web-based simulation tool that gained \$1M+ in funding.
- Developed a scalable design system & applied accessibility design standards for more than 3 products.

**National Fuel Gas**  
*Web Designer / Developer Intern*

**Buffalo, NY**  
*June 2021 – January 2024*

- Developed, maintained, and updated content for over 30 web pages, enhancing content management by 12%.
- Cross-collaborated with multiple internal departments to design and develop new pages for employee portals.
- Created interaction and visual design patterns for employee portal, enhancing UX and reducing task error rate.

**Iowa State University**  
*Design Intern - VRAC Department*

**Ames, IA**  
*May 2022 – August 2022*

- Led the design efforts of a web-based interface prototype to support first-generation college students.
- Conducted user research through 9 diary studies, 21 expert interviews, and an empathy workshop with 100+ participants.
- Through curated user experience, increased knowledge of the college application process by 12% for students

## PROJECTS

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**Mitigating Toxicity in Online Gaming - League of Legends**  
*Design Research (Funded by CAH & STUDIO Creative Inquiry)*

**Pittsburgh, PA**  
*August 2023 – Present*

- Directing a team of 6 researchers to design and implement a cognitive psychology-based intervention using persuasive design strategies to reduce toxicity in League of Legends.

## EDUCATION

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**Carnegie Mellon University - School of Computer Science**  
*Masters of Human-Computer Interaction (GPA 3.54)*

**Pittsburgh, PA**

**University at Buffalo**  
*Bachelors of Arts in Cognitive Science, Minor in Computer Science (GPA: 3.541)*

**Buffalo, NY**

- Awards: Magna Cum Laude Honors, Buffalo Urban League Scholar, National Science Foundation Scholar.

## SKILLS

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**Design:** User Experience · Rapid prototyping · Design Strategy · User flows · Concept sketches · Wireframes & mockups · Design Systems · Figma · Affinity · Adobe CC · Design System · Photoshop · Sketch

**Programming:** HTML, CSS, Javascript · Python · Scala · TypeScript · Data Structures · Object Oriented Programming · System Design · APIs · Frameworks (ASP.NET CORE, Node.js, React, jQuery)

**Research:** Data analysis · Task analysis & persona hypothesis · A/B Testing & Experiment · Service Blueprint · Cognitive walkthrough · User interviews · Surveys · Card Sorting · Speed Dating · Diary Studies