

Farhan Ahmed

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EXPERIENCE

Independent Health Association

Buffalo, NY

UX Designer

February 2025 – Current

- Designed enterprise-scale web and mobile solutions for medical claim tracking **across 3+ platforms, improving accessibility for 500k+ members.**
- Conducted usability studies, A/B testing, and feedback workshops, driving **60% increase in engagement and \$800k+ revenue growth.**
- Maintained and scaled design systems in **Figma & Storybook**, ensuring cross-platform consistency and reducing engineering handoff friction.
- Collaborated with developers, UX Writers, and product managers in agile sprints to **communicate & align design expectations** while also ensuring smooth implementation.

NASA Ames Research Center

Mountain View, CA

Product Designer

January 2024 – July 2024

- Led R&D of an internal platform that Increased NASA Researchers productivity by designing software that **enabled full autonomy** in tracking, sorting, and managing astronaut performance data.
- Worked across cross-functional teams to align design and prototype viabilities while also validating solutions.
- **Built a design system** that reduced development effort and ensured consistency and scalability of product.
- Conducted mixed-methods research—including surveys and usability testing—to **validate design solutions** and continuously **optimize existing user experiences.**

National Fuel Gas

Buffalo, NY

Web Designer / Developer Intern

June 2021 – January 2024

- Developed, maintained, and updated content for over 30 web pages, enhancing content management by 12%.
- Led the redesign of the internal employee portal that increased findability of documents and critical forms.
- Created interaction and visual design patterns for employee portal, enhancing UX and reducing task error rate.

EDUCATION

Carnegie Mellon University - School of Computer Science

Pittsburgh, PA

Masters of **Human-Computer Interaction** (GPA 3.57)

University at Buffalo

Buffalo, NY

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

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

SKILLS

Design: UX/UI Design · Design Systems · Wireframes & Mockups · Mobile App Design · Rapid Prototyping · Accessibility · Brand Design · Usability Testing · Cross-functional Collaboration · Figma · ProtoPie · Storybook

Research: Task analysis · A/B Testing · Usability Testing · Mixed Methods Research · User interviews · Surveys

Programming: HTML, CSS, Javascript, · Python · Scala · TypeScript · Data Structures · Object Oriented Prog

Tools: Figma · ProtoPie · Storybook · Chromatic · UseTesting.com · Adobe Creative Cloud · Azure Dev · JIRA