

Farhan Ahmed

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EXPERIENCE

UX/UI Designer – Independent Health Association

January 2025 – Present

- Designed **consumer-facing 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 PMs** in agile sprints to communicate & align design expectations while also ensuring smooth implementation.

Product Designer – NASA

January 2024 – July 2024

- Led design of an **internal simulation assessment software**, giving NASA researchers **full autonomy** to track, sort, and manage astronaut performance data across simulations— reducing manual reporting by 40%.
- Built and maintained a scalable **design system** to reduce development overhead and **ensure consistency** across internal research software.
- Conducted **mixed-methods research** (surveys, interviews, A/B testing, **workflow observations**) with NASA researchers to validate platform usability, directly influencing adoption across research teams.

Web Design / Development Intern – National Fuel Gas

June 2021 – January 2024

- Redesigned the **internal employee portal** used by thousands of staff to access documents and critical forms, improving findability and **task completion by 25%**.
- Introduced **standardized interaction** and **visual design** patterns, reducing error rates in employee-facing tasks and setting the foundation for a unified internal design library.

EDUCATION

Carnegie Mellon University – School of Computer Science

Masters, Human-Computer Interaction

University at Buffalo

B.A. Cognitive Science/Computer Science, Magna Cum Laude, National Science Foundation Scholar.

SKILLS

UX/UI Design · Design Systems · Wireframes & Mockups · Mobile App Design · Rapid Prototyping · Accessibility · Brand Design · Usability Testing · Cross-functional Collaboration · Object Oriented Programming

TOOLS

Figma · Storybook · Adobe CC · Miro · Jira · Azure DevOps · GitHub · Python · Typescript · HTML/CSS/JavaScript