Md Farhan Ahmed

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EXPERIENCE

NASA Ames Research Center   **Mountain View, CA**
Product Designer   *January 2024 – July 2024*

- Led design strategy & execution of 3 internal tools that boosted task efficiency of NASA researchers by 50%.

- Used user-centered design process to create a web-based simulation tool that gained $1M+ in funding.

- Developed scalable designs for each product, reducing NASA's design and development efforts by 13 months.

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%.

- 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   **Ames, IA**
Design Intern - VRAC Department   *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

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

Carnegie Mellon University - School of Computer Science   **Pittsburgh, PA**
*Masters of **Human-Computer Interaction** (GPA 3.87)*

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: Rapid prototyping · Strategy & vision presentations · User flows · Concept sketches · Wireframes & mockups, Sketch · Design Systems · Figma · Affinity · Adobe Illustrator · InVision · Webflow · Photoshop

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