Farhan Ahmed
Product Designer

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Experience

NASA Ames Research Center / Product Designer

CAPSTONE CMU | JAN 2024 - JUN 2024 | Mountain View, CA

- Analyzed the user needs of NASA researchers to identify processes for simulating time-critical anomalies in missions beyond low-Earth orbit by conducting over **50 literature reviews and 17 expert interviews.**
- Led the design strategy for three solutions, including a research-backed manual and two anomaly simulations, enabling NASA researchers to identify and analyze astronaut responses issues during anomalies. This approach **resulted in a 27% increase in identifying anomaly-response issues.**
- Using our solution manual, **researchers' knowledge of anomalies increased by 30%,** and they were provided with a process for creating simulations that **boosted task creation efficiency by 60%.**
- Utilizing user feedback & qualitative & quantitative surveys from researchers, developed a product roadmap to continually iterate and enhance the manual, improving the identification of gaps in anomaly responses.

National Fuel Gas / Web Developer Intern

JUN 2021 - JAN 2024 | BUFFALO, NY

- Developed, maintained, and updated content for over 30 web pages, **enhancing efficiency in bug fixes and content management by 12%** through the creation of a JavaScript tool for automatic usability checks.
- Spearheaded end-to-end development and optimization of an in-house employee portal, resulting in **reduced time on website by 40% for many internal departments.**
- Developed interaction and visual design patterns and best practices for the employee portal, enhancing the user experience. This led to a **30% increase in task success rate and a 19% reduction in user error rate.**

Iowa State University / HCI Research Intern

MAY 2022 - AUG 2022 | AMES, IA

- Led the creation of a web-based interface prototype to support first-generation college students, informed by user research through **9 diary studies, 21 expert interviews, and an empathy workshop with 100+ participants.**
- Collaborated with key stakeholders to identify user insights in the college admissions process, resulting in a solution that **reduced application barriers by 30% and increased knowledge of the process by 12%.**

Education

Carnegie Mellon University

AUG 2023 - AUG 2024, PITTSBURGH, PA

Masters - School of Computer Science
Human-Computer Interaction

University at Buffalo

AUG 2019 - MAY 2023, BUFFALO, NY

Bachelors - College of Science
Cognitive Science / Computer Science

Skills

Design: Illustration and UI graphics · Strategy & vision presentations · User flows · Concept sketches · Wireframes & mockups with Figma, Sketch, & Illustrator · Production redlines · Style guides & pattern libraries

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

Prototyping: Rapid prototyping using Figma, Marvel, & Invision · Interactive flow with HTML, CSS, JavaScript, Sitefinity, Framer, WebFlow, · Frameworks (Polumer, Backbone, Socket, Angular) · APIs

Research: Data analysis (AppAnnie, Analytics) · Task analysis & persona hypothesis · A/B Testing & Experiment · Service Blueprint · Cognitive walkthrough · User interviews · Surveys · Card Sorting · Speed Dating