Farhan Ahmed

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EXPERIENCE

UX/UI Designer – Independent Health Association

January 2025 – August 2025

• Designed **B2C web and mobile** solutions for medical claim tracking across 3+ platforms, improving access for **500k+ members**.

• Conducted usability studies, A/B testing, and customer feedback sessions, leading to a **30% increase in engagement** and **$800k+ revenue growth** with products' release.

• Maintained and **scaled design systems in Figma & Storybook**, ensuring cross–platform consistency and reducing engineering handoff friction.

• Collaborated with **developers, UX Writers, and PM's** in agile sprints to align design expectations & business goals while also ensuring smooth implementation.

Product Designer – NASA

January 2024 – July 2024

• Led design of a **simulation assessment software**, giving NASA researchers **full autonomy** to track, sort, and manage astronaut performance data across simulations, reducing manual reporting of data 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 Designer / Developer (Contract) – National Fuel Gas

June 2021 – January 2024

• Redesigned the internal employee portal in **Figma** and rebuilt it with HTML, CSS, and JavaScript**, improving usabilit**y and **reducing employee task errors by 25%**.

• Introduced standardized **design patterns** that improved accessibility, reduced errors, and set the foundation for a unified internal design library in Figma and CSS.

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 · human–centered design · Design Systems · Wireframing · Mobile App Design · Rapid Prototyping · Accessibility · User Flows · Usability Testing · Cross–functional Collaboration · Object Oriented Programming

TOOLS

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