Ikran Ahmed

Columbus, OH | +1 (952) 288 1101 | Ikranahmed16@gmail.com | https://ikranahmed16.wixsite.com/portfolio/projects

SUMMARY

Experienced in wireframing and final design, with a strong passion for usability and user-centered solutions. Continuously eager to learn and stay current with industry trends. Consistently delivering high-quality work within tight deadlines.

TECHNICAL SKILLS

Figma, Adobe Creative Suite, User Journeys, Personas, Graphic Designing, Prototyping mockups, SEO, SEMRush, Copywriting, Usability testing, Low/High Fidelity wireframing, User Research, Adobe XD

The Ohio State University **Columbus, OH**

College of Arts and Sciences *Completed: May 2022*

Bachelors in Communication Technology (HCI)

The Ohio State University **Columbus, OH**

College of Engineering *Completion date: May 2025*

Web Development Bootcamp (HTML, CSS, Javascript, Bootstrap)

PROFESSIONAL EXPERIENCE

Caring & Loving Health Services Columbus, OH

UX Designer II *Contract: October 2024 - March 2025*

- Worked closely with the design team to develop a user-friendly website for a future healthcare provider, following an iterative design process to enhance usability and accessibility.

- Focused on optimizing the website's homepage by producing low-fidelity wireframes on a weekly basis, refining them through team feedback, and transitioning them into high-fidelity prototypes while incorporating ongoing improvements and feature updates.

- Conducted in-depth usability assessments on the website's application form, identifying pain points and implementing design enhancements to streamline the user experience and improve accessibility.

Surge Staffing Headquarters Columbus, OH

UX Designer / Digital Marketing Specialist *October 2023 – October 2024*

- Orchestrate campaigns that effectively engage target audiences, increase brand visibility, and drive conversions. My role extends beyond traditional UX and Marketing tasks as I actively participate in using SEO tools such as SEMrush. Used data analytics tools to analyze campaign performances, identify trends, and optimize strategies for maximum ROI, while also crafting ad campaigns across Meta platforms for job postings and contributing to internal print and branding designs.

- Independently executed a full-scale redesign of Surge's internal website and webstore, including the restructuring of all features on each page as well as the development of a mobile-friendly UX design.

- Utilized my expertise in User Experience to redesign Surge mobile apps, About Us page, and redesigned employer site. Additionally, created a mobile layout design for the weekly blog posts in a user-friendly manner.

- Produced detailed wireframes for the upcoming Management website and revamped the employer page on the main website.

- I meticulously designed a mobile application for the Surge Referral Bonus program utilizing Figma. This involved creating an intuitive user interface and a seamless user experience, ensuring that all elements of the app were visually appealing and functionally effective. My design process included developing wireframes, high-fidelity mockups, and interactive prototypes to accurately represent the app's functionality and user flow.

- I crafted the appearance of our new live chat feature on the website, developed a comprehensive set of Frequently Asked Questions (FAQs) along with detailed responses, and designed the overall layout of the live chat interface.

Samsung SmartThings   Minneapolis, MN

UX Designer   *July 2023 – August 2023*

- Worked closely with the team on a major project involving the redesign of the Samsung SmartThings website. I contributed to the development of various design concepts and was responsible for creating the majority of the copy for the pages I designed. This involved extensive collaboration, iterative feedback, and a focus on aligning the design and content with user experience goals.

- Created lists of keywords to be used in meta tags and meta descriptions in the SmartThing website refresh.

- Crafted copyright content within the wireframe of a website redesign project for the Samsung and SmartThings Developers site using Figma.

- Crafted compelling copy designed to engage users on both websites whilst actively participating in discussions with headquarters and key stakeholders during meetings.

- Participated in weekly marketing & design team meetings to strategize for the upcoming Samsung Developers Event, discuss UX tools, and address the rebranding of SmartThings products, among other key topics.

- Developed and enhanced my user experience, content, digital marketing skills.

Sister Girlfriends INC   Cleveland, OH

Digital Marketing & Content Designer   *October 2020 – February 2022*

- Content Coordinated workshops and seminars aimed at equipping young black women with the necessary skills and knowledge for college success, covering topics such as essay writing, financial aid, and study skills.

- As a Content Designer, I refreshed the website with a user-friendly interface. Captivating the attention of a younger high school audience and ensuring seamless visibility to the target demographic.

- Managed all social media platforms, implemented SEO strategies to improve content visibility and reach, resulting in increased website traffic.

- Maintained daily communication with organization members, consistently posting bi-weekly updates on the company's website regarding forthcoming news and ongoing activities.