

Md Farhan Ahmed

Buffalo, NY | [LinkedIn](#) | 929-499-5067 | kaizufarhan@gmail.com

EDUCATION

University at Buffalo

BS in *Cognitive Science*, Minor in *Computer Science* (GPA: 3.6)

Awards: Honors Program, Dean's Honors List, Buffalo Urban League Scholar, National Science Foundation Scholar.

Buffalo, NY

Graduation Date: May 2023

WORK EXPERIENCE

National Fuel Gas

Web Development Intern

Buffalo, NY

June 2021 – Current

- Developed, maintained, and updated content for 30+ web pages. Increased efficiency of bug fixes and management of content. Using JavaScript and .NET solved updating issues that plagued multiple web pages for many months.
- Worked closely with teams and peers to solve complex user problems which led to the introduction of a new interface for an employee portal that was designed and prototyped through Figma. Positive feedback and scheduled for development.
- Provided patterns, best practices, and guidance on interaction/visual design for current and future website of the company.

Iowa State University

HCI Research Intern - SPIRE-EIT REU

Ames, IA

May 2022 – August 2022

- Research Intern in Human-Computer Interaction funded by the National Science Foundation's competitive Research Experience for Undergraduates. Hosted by Iowa State University, the research aims to create a prototype of a web-based interface that empowers first-generation college students through the uncertainties of the college admissions process.
- Developed an interactive Empathy workshop that was set up for 100+ students, community leaders, and stakeholders, in order to identify community assets and challenges with applying to college.
- Using design thinking, analyzed data through POV Statements, User Personas, Empathy Map, Journey Map, and Feasibility and Usability chart. Designed prototype through Figma with constant reiteration from community feedback.
- The final iteration of the prototype is being used as foundation for the development of the website.

Best Buy

Computer Consultant

Buffalo, NY

May 2015 – August 2015

- Introduced customers to what's possible with the newest technology in computers, laptops, tablets, smartwatches which required keeping in touch and knowledgeable with modern technology.
- Reviewed P&L monthly results with 3 managers to identify highest & lowest penetration rates on all products, analyzing all units in each department which increased efficiency of sales by 17% each month.
- Rated #1 for highest satisfaction rate (NPS Score) in the month of June as a part-timer (store #1455).

PROJECTS

Universal Admissions Interface

Design Research

Ames, IA

May 2022 – Present

- HCI research in investigating universal symbol languages that may be able to overcome barriers for families who speak and/or read uncommon languages and dialects.
- The research would be used to [Develop and Design a Culturally Sustainable Universal Admissions Interface for First-Generation College Students](#).
- Conducted user interviews through empathy workshop, designed high-fidelity prototype and extensive usability tests focused on user task flow.

Craigslist Redesign

UX Design

Buffalo, NY

January 2021 – June 2021

- Analysis of current Craigslist. Directed interviews of Craigslist users to identify positive attributes and common issues. Designed high-fidelity prototype that was tested through multiple users and multiple reiterations of prototype.
- Replacement of old navigation with a new clear and concise drop-down menu. Top navigation consists of a primary category section that allowed users to instantly search through topics quickly and efficiently.
- Improved information architecture by a combination of information hierarchy, search-log analysis, and affinity diagramming.

SKILLS & INTERESTS

UX/UI Skills: Empathy Building, Creating Persona, Designing User Flowchart, Creating User Journey Map, Creating Information Architecture, Building Paper Prototype, Digital Wireframe, Prototyping, Conducting User Interview, Conducting UX Research, Creating Mockup, Typography, Iconography.

Programming Skills: Scala, Python, JavaScript, ASP.NET, HTML, CSS, Java.

Software Skills: Figma, Sketch, Adobe XD, Adobe Illustrator, Miro, IntelliJ, Sublime Text, PyCharm, Visual Studio Code.