

TAHSIN AHMED

PROJECTS

CCNY Balance (Spring 2024)

Created a prototype app using Figma for CUNY students to help balance schoolwork and social life. Conducted research to identify user needs and pain points through interviews and developed key personas to guide design and development. Designed wireframe, a sitemap, and user flows to define the product.

City Rebranding (Fall 2023)

Redesigned city logo using Adobe Illustrator, creating a refreshed and distinctive visual identity. Developed versatile patterns based on the city logo for cohesive brand integration. Conceptualized and designed a city-wide event to enhance community engagement, including posters, tickets, and animations for a unified visual theme. Implemented an efficient wayfinding system with navigational elements using Adobe Photoshop for seamless event navigation. Crafted engaging pictograms for the Olympics, aligning with the city's brand aesthetics.

Package Redesign (Fall 2023)

Revitalized outdated packaging using Adobe Creative Suite tools and market research, resulting in a modernized aesthetic and increased consumer appeal. Applied strategic design principles and consumer preference analysis to implement distinct designs for various flavors, enhancing product differentiation.

Book Design (Fall 2022)

Designed a book focused on font design and layout principles, showcasing advanced typography concepts using Adobe InDesign and extensive research. Utilized expertise in font selection, hierarchy establishment, and strategic whitespace usage to enhance readability and visual impact, ensuring effective communication through meticulous attention to detail and design principles.

LEADERSHIP ACTIVITIES

The Braven Accelerator (January 2024 - May 2024)

- Developed workforce skills such as leadership, operating and managing, communicating and networking, working in teams, and problem solving by completing a 14-week leadership and professional development course.
- Designed a career roadmap by outlining 3 specific, short-term goals and identifying possible obstacles, strengths and support systems to help achieve each goal.

Tahsinahmed657@gmail.com
(929)398-1436

[github.com/Tahsin's portfolio](https://github.com/Tahsin's_portfolio)
[Linkedin/TahsinAhmed](https://www.linkedin.com/in/TahsinAhmed)

EDUCATION

The City Collage of New York
Bachelor of Arts

Major: Digital Design

Minor: Business Administration

GPA: 3.9

Dean's list: Spring 2021- Present
June. 2025

TOOLS

FIGMA, WIX, Adobe Illustrator,
Adobe Photoshop, Adobe
InDesign, Adobe After Effects,
Microsoft Word, Microsoft
PowerPoint, Microsoft Excel

KEY SKILLS AND CORE QUALITIES

HTML, CSS, JavaScript,
Web Design, Market Research,
Problem-Solving, Troubleshooting,
Design Thinking, Creativity, Team
Player, Prototyping, Wireframing,
Collaboration, Attention to Detail

LANGUAGES

Bengali, English

RELEVANT COURSEWORK

UX/UI Design, Web Design,
Typography, 2D Imaging and
Illustration, Electronic Design,
Writing About Art