

Md Farhan Ahmed

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EXPERIENCE

NASA Ames Research Center
Product Designer

Mountain View, CA
January 2024 – July 2024

- Led design strategy & execution of 3 internal tools that boosted task efficiency of NASA researchers by 40%.
- Used user-centered design process to create a web-based simulation tool that gained \$1M+ in funding.
- Developed a scalable design system & applied accessibility design standards for more than 3 products.

National Fuel Gas
Web Designer / Developer Intern

Buffalo, NY
June 2021 – January 2024

- Developed, maintained, and updated content for over 30 web pages, enhancing content management by 12%.
- Cross-collaborated with multiple internal departments to design and develop new pages for employee portals.
- Created interaction and visual design patterns for employee portal, enhancing UX and reducing task error rate.

Iowa State University
Design Intern - VRAC Department

Ames, IA
May 2022 – August 2022

- Led the design efforts of a web-based interface prototype to support first-generation college students.
- Conducted user research through 9 diary studies, 21 expert interviews, and an empathy workshop with 100+ participants.
- Through curated user experience, increased knowledge of the college application process by 12% for students

PROJECTS

Mitigating Toxicity in Online Gaming - League of Legends
Design Research (Funded by CAH & STUDIO Creative Inquiry)

Pittsburgh, PA
August 2023 – Present

- Directed a team of 6 to experiment with interventions in online gaming using cognitive psychology-based rubrics.
- Developed scalable research protocols for training and assessing participants in complex gaming environments.
- Delivered golden datasets and evaluation tools to validate interventions for reducing chat toxicity.

EDUCATION

Carnegie Mellon University - School of Computer Science
*Masters of **Human-Computer Interaction** (GPA 3.54)*

Pittsburgh, PA

University at Buffalo
*Bachelors of Arts in **Cognitive Science**, Minor in **Computer Science** (GPA: 3.541)*

Buffalo, NY

- Awards: Magna Cum Laude Honors, Buffalo Urban League Scholar, National Science Foundation Scholar.

SKILLS

Design: User Experience · Rapid prototyping · Design Strategy · User flows · Concept sketches · Wireframes & mockups · Design Systems · Figma · Affinity · Adobe CC · Design System · Photoshop · Sketch

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

Research: Data analysis · Task analysis & persona hypothesis · A/B Testing & Experiment · Service Blueprint · Cognitive walkthrough · User interviews · Surveys · Card Sorting · Speed Dating · Diary Studies