

Farhan Ahmed

<https://farhandesigns.com/> | (929) 499-5067 | kaizufarhan@gmail.com | [linkedin/in/farhanahmed45/](https://www.linkedin.com/in/farhanahmed45/)

EXPERIENCE

Senior UX Designer – Cookie Finance

Syracuse, NY

October 2025 – Current

- Leading end-to-end design of a dual-sided B2B/B2C **financial hub** that **serves 50+ accountants** & 1,500+ content creators, bridging financial management & creator-facing financial visibility in a unified platform.
- Utilizing Claude Code & Figma MCP, **shipped 30+ features** across the platform, expanding support from 500 to **1,500+ content creators** while ensuring design consistency through a scaled **design system**.
- Served as the **primary design** and technical liaison to the CEO, CTO, & COO, translating executive priorities into actionable features that **balance business goals with user needs**.
- Led **user research** uncovering critical friction in the content creator tax submission experience, driving a **2-week redesign** that generated **\$500K in revenue growth**.

UX/UI Designer – Independent Health Association

Buffalo, NY

January 2025 – September 2025

- Designed **B2C web and mobile** solutions for medical claim tracking across 3+ platforms for **500k+ health insurance 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.

Product Designer – NASA (National Aeronautics and Space Administration)

Mountain View, CA

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%.
- Conducted **mixed-methods research** (surveys, interviews, A/B testing, **workflow observations**) with NASA researchers to validate platform usability, directly influencing adoption across research teams.

EDUCATION

Carnegie Mellon University – School of Computer Science

Pittsburgh, PA

Masters, Human-Computer Interaction

University at Buffalo

Buffalo, NY

B.A. Cognitive Science/Computer Science, Magna Cum Laude, National Science Foundation Scholar.

SKILLS

UX/UI Design · Human-Centered Design · Design Systems · Product Thinking · Wireframing · Mobile App Design · Rapid Prototyping · Accessibility · User Flows · Usability Testing · Cross-functional Collaboration · Mentoring

TOOLS

Figma · Storybook · Claude Code · Figma MCP · Codex · Rive · Typescript · HTML/CSS/JavaScript