Farhan Ahmad

Product Designer, with a passion for delivering impactful solutions. Several years of experience delivering positive outcomes through user research, ideation & validation. Confident in collaborating with cross-functional teams & delivering high quality experiences through strategic thinking & creative problem-solving.

www.farhanahmad.me

Expertise

User research · Usability test · Product strategy · Qual/qual analysis · Design sprints · Journey map · Design ops · Mentoring & coaching

Employment history

Jan 2023 - till date
Personio, Madrid
www.personio.com

Product Designer
- Contributing to the Personio Payroll solution for German market (the world's 2nd most challenging in the world).
- Collaborating with Product and Engineering for seamless end-to-end experience implementation.
- Design advocate in Personio Payroll, ensuring high-quality work by analysing and solving customer problems, & meeting measurable business goals.
- Working closely with product teams in developing use cases and requirements while rapidly creating user flows, wireframes, and mockups alongside maintaining detailed design specifications.
- Presenting design work to cross-functional teams and stakeholders for alignment.

Apr 2020 - Dec 2022
Fergus, Auckland
www.fergus.com

Lead Product Designer
- Released Fergus Go mobile app for on-the-go tradies by working collaboratively with product and tech leads to define strategy, success & execution plans.
- Responsible for complete product design cycle of Fergus mobile & web apps starting from strategy to visual design including setting up Fergus design system.
- Part of the team to introduce JTBD framework that in now being used by cross-functional teams.

Aug 2018 - Feb 2020
Fiserv, Auckland
www.fiserv.com

Senior UX Designer
- Working closely with the product and design team, managed to bring Fiserv's app rating from 3.7 to 4.5 (avg) on Play and App store by analysing and prioritising customer feedback through app store reviews
- Identifying usability issue in style library and setting up an up-to-date design system for Fiserv's white-lable mobile apps used by 9 million users.

Nov 2016 - Aug 2018
Orion Health, Auckland
www.orionhealth.com

UX Designer
- Worked on 3 of Orion Heath apps, Vitals Assist, Clinical Companion & Engage Mobile for nurses, doctors and patients.
- Vitals Assist - Starting from discovery, ideation, prototyping, user testing and visual designs, released the app in 2 Auckland DHBs.
- Clinical Companion - Continuous improvements in the app through user feedback and usability testing.

Jun 2015 - Nov 2016
Valentia Tech, Hamilton
www.valentiatech.com

UI/UX Designer
- Responsible for user research including field studies, interviews, running workshops, surveys & usability testing for 2 of Valentia apps (Indici and Patient App) for clinicians and patients.

Nov 2009 - Jan 2015
Siemens, Lahore
www.siemens.com

Creative Lead
- Delivering and showcasing multiple embedded design projects such as STB, automotive and medical devices to win customers for Siemen's realtime operating system.

Jun 2005 - Nov 2009
Pakistan

Multiple Roles in CG Industries
- Concept art, 3D character modeling, sculpting, texturing, architectural visualization, lighting and rendering.

Education

Certification in Media Production - 2D/3D Animation
Awarded 2006
National College of Arts, Pakistan

BS in Computer & Information Sciences
Awarded 2006
Pakistan Institute of Engineering & Applied Sciences, Pakistan

Online Courses
Human Computer Interaction - Coursera
Conducting Usability Testing - Interaction Design Foundation
Mobile UX Design - Interaction Design Foundation
Information Visualisation - Interaction Design Foundation

Interests

Travel · Photography · Hike · Movies

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