

(+34) 681 674797
farhanahmad@gmail.com

Farhan Ahmad

Product enthusiastic, 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 product thinking & user centric creative problem-solving.

PORTFOLIO: www.farhanahmad.me

PASSWORD: 2023Nov

EXPERIENCE

[Personio, Spain](#) — *Senior Product Designer L5*

January 2023 - PRESENT

- Contributing to the Personio Payroll solution for the German market (the world's 2nd most challenging in the world) with 90M expected ARR through efficiency, accuracy, regulatory compliance, and scalability as the market drivers.
- Driving the problem and solution discovery in collaboration with Product and Engineering across multiple verticals for seamless end-to-end payroll experience. Defining use cases, requirements, user flows, wireframes, mockups & maintaining detailed design specifications.

[Fergus, New Zealand](#) — *Lead Product Designer*

April 2020 - December 2022

- Released Fergus Go mobile app for on-the-go tradies Increasing MRR by 11% through app overhaul, tiered pricing and streamlining onboarding.
- Lead the squad for complete product design cycle of Fergus mobile & web apps starting from strategy to visual design including setting up Fergus design system in collaboration with the product managers and tech leads.
- Part of the team to introduce JTBD framework that is now being used by cross-functional teams.
- Mentoring & guiding junior designers and defining best practices for the design team.

[Fiserv, New Zealand](#) — *Senior User Experience Designer*

August 2018 - February 2020

- Improved Fiserv's app rating from 3.7 to 4.5 (avg) through analyzing and prioritizing customer feedback on app store.
- Identifying usability issues in the component library and setting up an up-to-date design system for Fiserv's white-label mobile apps used by 9 million users.

[Orion Health, New Zealand](#) — *User Experience Designer*

November 2016 - August 2018

- Incremental improvements through user research and behavior on 3 of Orion Health's mobile apps for nurses, doctors and patients through .
- Starting from discovery, ideation, prototyping, user testing and visual designs, released Vitals Assist app in 2 Auckland DHBs making an impact on the revenue for Orion Health.
- Continuous improvements in the clinical companion app through user feedback and usability testing resulting in increased customer satisfaction.

Valentia Technologies, New Zealand – UI/UX Designer

June 2015 - November 2016

- Disrupting the New Zealand primary care industry with intuitive EHR solutions (desktop and mobile) for clinicians and increasing the revenue for Valentia and the associated PHO.
- Released the apps in 4 regions through user research, field studies, interviews, workshops, surveys & usability testing.

Siemens, Pakistan – Creative Lead

November 2009 - January 2015

- Delivering and showcasing multiple embedded design projects such as STB, automotive and medical devices to win customers for Siemens real-time operating system.

Multiple companies, Pakistan – CG Artist

June 2006 - October 2009

- 3D animation, character and rigid modeling for broadcast and realtime media including desktop and mobile games.
- Architectural visualizations for real-estate marketing.

EDUCATION

National College of Arts, Pakistan

Diploma in Media Production – Animation

2006

Pakistan Institute of Engineering & Applied Sciences, Pakistan –

BS (Computer & Information Sciences)

2000 - 2004

SKILLS

User research, Product strategy, Qual/qual analysis, Co-Design workshops, Journey map, Information architecture, User flows, Prototyping, Usability testing, Design specs, Mentoring & coaching, Figma, Dovetail.

CONTACT

farhanahmad@gmail.com

+34 681 674797

PORTFOLIO: <https://www.farhanahmad.me> (Password: 2023Nov)

LINKEDIN: <https://www.linkedin.com/in/farhan-ahmad-6298b218/>