Alina Ahmed

http://www.alinaahmed.com/   alina.ahmed05@gmail.com   LinkedIn

Professional Experience

User Experience Designer at Rate Your Influence http://www.rateyourinfluence.com/

From Aug 2003 - Current

- Implemented feedback loops to continuously improve website functionality and **improved conversion rate of new sign ups by 40%.**
- Created a user centric design with accessibility features to create intuitive navigation, **enhancing user experience and engagement by 20%.**
- Led qualitative research and designed R.Y.I website, a user-friendly platform tailored for social media users to evaluate and rate bloggers, **building increased user trust within online platforms by 30%.**
- Developed detailed storyboards, mockups, and prototypes to **clearly communicate interaction and design ideas.**
- Led qualitative research to find product market fit and viability

User Experience Designer at Employment Matchmaker

From November 2022 - August 2023

- Solely conceptualized, designed, and implemented all aspects of the Employment Matchmaker mobile app, from wire-framing and prototyping to user interface design and usability testing, **achieving 100% of the planned app design and functionality goals successfully.**
- Redesigned the landing page which led to **20% increase in conversion rate.**
- Led iterative design cycles based on user feedback and data analysis, **resulting in a remarkable 20% increase in conversion rate.**
- Applied a user-centric approach throughout the design process, conducting extensive research to understand user needs and pain points, which informed the *development of intuitive and engaging user experiences. i.e. networking activity on the app increased by 40%*
- Design iteration and continuous refining of interface elements, navigation flows, and visual aesthetics to optimize user engagement and satisfaction, **contributing to the app's success in fostering meaningful connections between job seekers and employers resulting in 35% increased sign up rate.**

Office Manager at HRsmart Canada

From June 2008 to Nov 2008

- Spearheaded the design and implementation of new company logos, emergency exit maps, and labels, **resulting in a 15% increase in brand recognition and compliance with safety regulations.**
- Created and managed design documentation, including libraries, style guides, and patterns, **enabling seamless collaboration and consistency in design deliverables.**
- Organized and executed bi-monthly team luncheons for cross-functional teams, fostering collaboration and boosting employee morale; **consistently achieved 95% participation and received positive feedback on post-event surveys.**
- Worked collaboratively with Product manager and **successfully identified user paint points** through office survey data analysis.
- Evaluate user interactions and refine designs to **enhance usability along with improving user experiences by 50%.**

Education

- **DeepLearning.AI**
  CA, United States
  May 2024
  AI For Everyone Certificate

- **Grow with Google**
  CA, United States
  2023
  UX Design Certificate

- **York University**
  Toronto, Canada
  2006-2010
  Bachelor's Degree in Business & Society

- **Seneca Polytechnic**
  Toronto, Canada
  2005-2006
  Diploma in Business Administration

Skills

Technical Skills:

- Knowledgeable in Information Architecture
- Responsive & Visual Design
- Knowledge of user centric design methods from concept to execution
- Competent in Responsive Design
- Skilled in Wire-framing and Prototyping
- Experience with industry standard design tools (e.g., Adobe XD, Photoshop, Illustrator, Sketch, Figma, InVision)
- Experience designing across multiple platforms (e.g., Android, iOS, and Web).
- Experience working with designers, researchers, engineers, content strategists, and product managers throughout the design process (e.g., creating user flows, wireframes, and building user interface mockups/prototypes).
- WCAG familiar

Soft Skills:

- Strong Collaboration & Communication Skills
- Strong Empathy to understand and advocate for the needs of users throughout the design process
- Flexible to adapt to changing project requirements, user feedback, and design iterations
- Experienced with data storytelling/communicating complex data analysis to general audiences.
- Ability to communicate user research findings with cross-functional partners to drive impact.