

# HASIN I. AHMED

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## SKILLS

### Visual & UX Design

Axure RP, Invision, InDesign, XD, Illustrator, Photoshop, PowerPoint, Keynote, Figma

### Survey Design

Qualtrics, Survey Monkey

### Data Analysis

Excel, SPSS, Tableau, ArcGIS, Carto

### Digital Ads

Google Ads, Instagram Ads, Facebook Ads

### Web & Analytics

Google Analytics, Google Search Console, Google Tag Manager, Mixpanel

### E-Newsletter

MailChimp, Constant Contact

### CMS

WordPress, Drupal, Joomla

### CRM

Salesforce

## LANGUAGES

English, Bengali, Hindi, Urdu, Spanish (Intermediate), HTML, CSS, JavaScript, SQL

## EDUCATION

### Entrepreneurship Fellowship

Parsons School of Design  
NYC, Jan 2018 - Nov 2018

### MA Economic Development

The New School  
NYC, 2014 - 2016

### BBA International Marketing

Pace University  
NYC, 2010 - 2014

## PROFILE

**Design, Technology, Marketing Professional With a Multidisciplinary Background.**

- 8+ years of visual design experience
- 8+ years of digital marketing experience
- 5+ years of data analysis & survey design experience
- 5+ years of user experience design experience

View full employment history on [LinkedIn](#).

## EXPERIENCE

Foossa

**Design Strategist**/June 2018 - March 2019/New York, NY

- Clients: BNP Paribas, Kigali Genocide Memorial, Rwandan Governance Board
- Program & test hi-fi consumer facing prototypes for user testing
- Develop web & mobile prototypes on Axure, Invision, XD
- Co-facilitate design thinking workshops at client HQ

Cefriel - Digital Innovation & Design Shop

**Consultant | UX & Business Development**/Feb 2017 - May 2018/New York, NY

- Clients: P&G, United Rentals, Acosta, Estée Lauder, Campbell's Soup, New York Blood Center
- Develop & present client project proposals with the business development team
- Co-facilitate design thinking & idea generation workshops at client HQ
- Conduct UX research & design usability testing interviews/surveys
- Interview stakeholders across the C-level, VP-level, Director-level
- Program hi-fi consumer facing prototypes for user testing

Center for Student Success, The New School

**Data Analyst**/October 2014 - August 2016/New York, NY

- Design, analyze & manage alumni outcomes surveys for graduating classes of 2014 - 2016
- Create custom reporting dashboards for managers/directors on hyperion (Oracle BI client)
- Query & analyze data points from multiple CRM platforms and SQL databases
- Establish KPIs for the various departments of Student Success

OnDeck

**Marketing Attribution Associate**/October 2014 - February 2015/New York, NY

- Analyze and match loan data to direct marketing campaigns
- Run SQL queries to join and match data points
- Search various loan data from Salesforce
- Analyze web analytics using Mixpanel

I love working at the intersections of business, design, and technology. I look forward to collaborating with you!

