

HASIN I. AHMED

🌐 hasinahmed.org

✉ hello@hasinahmed.org

☎ +1 347 651 2442

SKILLS

Visual & UX Design

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

Programming

HTML, CSS, JavaScript, SQL

Survey Design

Qualtrics, Survey Monkey

CMS

WordPress, Drupal, Joomla

Data Analysis

Excel, SPSS, Tableau, ArcGIS, Carto

Web & Analytics

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

Digital Ads

Google Ads, Instagram Ads, Facebook Ads

E-Newsletter

MailChimp, Constant Contact

CRM

Salesforce

LANGUAGES

English, Bengali, Hindi, Urdu, Spanish (Intermediate)

EDUCATION

Entrepreneurship Fellowship

Parsons School of Design
NYC, Nov 2017 - Dec 2018

MA Economic Development

The New School
NYC, Aug 2014 - Aug 2016

BBA International Business

Pace University
NYC, Sep 2010 - May 2014

ABOUT ME

My broad set of data, design, research, and digital marketing skills allow me to fluently communicate with technical and non-technical stakeholders within any team. I have 4+ years of experience working in the creative and innovation consultancy industry and have worked with clients across consumer packaged goods, retail, financial services, and healthcare industries.

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

EXPERIENCE

Modern Migraine MD | Healthcare Technology

Lead UX Designer | March 2019 - Present | New York, NY

- Led the scoping of business requirements into technical requirements for the engineering team
- Redesigned website UX based on feedback from 100+ users through surveys & interviews
- Optimized website's navigation architecture to decrease bounce rate by 30%
- Developed 3 lead generation landing pages to conduct A/B testing on service offerings
- Tested pricing strategy that led to 3X customer acquisition growth

Foossa | Creative Consultancy

Design Strategist | June 2018 - March 2019 | New York, NY

- Clients: BNP Paribas, Kigali Genocide Memorial, Rwandan Governance Board
- Co-project managed and executed 2 different projects simultaneously
- Developed web & mobile prototypes on Axure, Invision, XD
- Facilitated 5+ design thinking and idea generation workshops at client HQ

Cefriel | Digital Innovation & Design Agency

User Experience Designer & Strategist | Feb 2017 - May 2018 | New York, NY

- Clients: P&G, United Rentals, Acosta, Estée Lauder, Campbell's Soup, New York Blood Center
- Facilitated 5 design thinking workshops for C-level and VP-level stakeholders at client HQ
- Designed & conducted user research through contextual interviews, focus groups, and surveys
- Developed customer journey maps to understand the key customer pain points
- Programmed hi-fi consumer-facing prototypes for user testing

The New School | Higher Education

Data Analyst | February 2015 - August 2016 | New York, NY

- Designed, analyzed & managed alumni outcomes surveys for graduating classes of 2014 - 2016 with a average response rate of 40%
- Created custom reporting dashboards for managers/directors on hyperion (Oracle BI client)
- Queried & analyzed data points from multiple CRM platforms and SQL databases
- Established KPIs for the various departments of Student Success

OnDeck | Financial Technology

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

- Analyzed and matched loan data to direct marketing campaigns
- Ran SQL queries to join and match data points from Salesforce
- Data mined various loan data from Salesforce
- Audited web analytics using Mixpanel and Google Analytics

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

