Zaid Ahmed

Product Designer

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SUMMARY

Product designer with a computer engineering background. Works end to end: user research, information architecture, interaction design, design systems, and developer handoff. Redesigned a donation flow from a multi-step page into one modal, and built a 3-tier, 40+ component design system that cut turnaround on campaign and report pieces from months to a day or two. Designs to accessibility standards throughout and runs an active AI practice, using Figma alongside Claude and Cursor daily for research, prototyping, and shipping faster.

EXPERIENCE

Imam Development Program | Product Designer — Dec 2022 to present

Remote. International nonprofit

- Redesigned the donation flow on the organization's main website from a multi-step page into a single modal that goes straight to payment, with one developer. Live since spring 2024.
- Cut new-page design turnaround from several weeks or months to roughly two days for frontend by designing and shipping a reusable interaction design system in Figma (3 token tiers, 40+ components with full interaction states, zero hard-coded colors).
- Extended the system into a second, accessibility-tested component library for Mercy Mission South Africa, closing contrast and focus-order gaps before handoff.
- Shipped every digital and print touchpoint across three languages (English, Arabic, Swahili) as sole designer while the organization scaled from 13 to 18 countries.
- Designed and localized fundraising campaigns across countries and donor segments, raising more than US$2 million.
- Authored the brand guidelines and 20+ reusable templates, removing the design-review bottleneck so non-design staff could publish on-brand work independently.

Quedec Designs | Freelance Designer — Feb 2017 to Oct 2022

Hyderabad, India

- Designed identity, print, packaging, and campaign work for 30 clients across six countries, including the NHS and Mercy Mission UK, taking each engagement from discovery through final artwork and handoff.
- Ran roughly 15 repeat-client engagements in parallel, holding brand consistency and client deadlines across logo, identity, social, and print output.

PROJECTS

The Invisible Second User | Capstone, Humber Polytechnic

- Identified five research-backed principles for the family caregiver, the secondary user most patient-facing healthcare apps design around, by synthesizing existing research and direct interviews.
- Validated the direction on a two-screen portal prototype, tested with 3 family caregivers.

Kunooz Farms | Client work

- Designed the brand identity and packaging for a founder who had no brand, then took over the live Shopify store another agency had set up.
- Fixed 38 problems, rewrote every page and restyled the theme. Relaunched 5 Aug 2026 with 68 products in eight categories.

EDUCATION

Humber Polytechnic, Toronto, ON | UX Design Graduate Certificate — 2026

Osmania University, Hyderabad, India | B.E. Computer Science Engineering — 2017 to 2022

Google | UX Design Professional Certificate — 2023

SKILLS AND TOOLS

UX and product design · Design systems (tokens, variables, components) · User research and usability testing · Information architecture · Wireframing and prototyping · Accessibility · Visual and brand design · HTML, CSS, JavaScript

Figma · Framer · Illustrator · Photoshop · InDesign · Claude · Cursor · Adobe Firefly · Google AI Studio · Maze · Hotjar · Google Analytics · Miro · Notion