

Zaid Ahmed

Product Designer

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SUMMARY

Product designer with a computer engineering background and nearly six years of full-time design experience, the last three focused on UX and product. 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. South Africa-based 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

- Led design direction for a freelance brand and design practice serving 30 clients across six countries, including the NHS and Mercy Mission UK, owning every engagement end to end: discovery, scoping, interaction and visual design, and handoff.
- Directed a rotating team of outsourced junior designers across roughly 15 repeat-client engagements to cover scope beyond the core design team, owning delivery quality and timelines.

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.

Timeey | School project

- Designed a 10-screen time-management app for procrastination-prone students (25-minute task steps, no streaks, badges, or guilt mechanics) on a custom Figma design system.
- Directed Claude to build the design into a working clickable prototype with a live focus timer and theme switching.

EDUCATION

Humber Polytechnic, Toronto, ON | UX Design Graduate Certificate

2026, in progress

Osmania University, Hyderabad, India | Bachelor of Computer 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

