

FARHA AHMED

MADEBYFARHA.CO.UK
SENIOR UI/UX DESIGNER

CONTACT

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SUMMARY

An experienced designer turning ideas into products, solving problems and crafting rewarding solutions. Privileged to work on top brands such as Vodafone, Disney, Hasbro.

SKILLS

USER CENTERED DESIGN

Planning, competitive analysis, user personas, process flows, prototyping, wire-framing, user flows, polished mockups, components libraries creations.
Confident with Sketch, XD, Invision DSM, Zeplin, Figma.

VISUAL DESIGN

Creating digital, print ads, presentations, mockups & pitch work

COMPETENT USE OF ADOBE CREATIVE SUITE

Photoshop, XD, Illustrator, Indesign, Dreamweaver, Animate (formerly Flash), Lightroom, Premiere Pro

CREATIVE DIRECTION

HTML, CSS, JAVASCRIPT

DIGITAL PROJECT MANAGEMENT

Planning, Organisational skills

GAMIFICATION

Increase engagement using gaming methods

UNDERSTANDING OF WEB ANALYTICS TOOLS

To measure & maximise user engagement using Adobe Omniture

BRAND DEVELOPMENT

CAREER

MADEBYFARHA [MAY 2023- ONWARDS]

Freelance Senior Designer

- Website CMS Migration for Vodafone - for my former company Dauntless
- Brand/Website/Social design & dev - for jewellery Designer Lubainah
- Graphic design for the engineering firm Parker and Disney

DAUNTLESS [JUNE 2017 - JAN 2022]

Senior UI/UX Designer

Responsible for leading the production of desktop/mobile sites & applications

- Led large & small scale user-focused sites and applications; ultimately increasing user engagement, enhancing systems, & revenue for the likes of Vodafone, Amazon, USS, Key Energy, Blue Line Rental
- Lead & worked very well with junior and mid-weight designers to enhance business workflow & streamline digital design. e.g. introduction of atomic design to the team
- A working example: USS - a plateauing business with outdated manual infrastructure was transformed to thrive through a digital transformation. I led the UX/UI design of a customer portal, employee portal, a driver applications and a sales & marketing website. The employee portal sped the quote to order process, improved communications, enhanced turnaround times & accurate quotes from staff to customers. The driver mobile app which managed workload of on-the-road technicians in realtime- resulting in allowing staff to feel empowered and self sufficient. Syncing the apps together to create a seamless system, eliminate inefficiencies, streamline processes, increase profits & business growth
- Ran a highly praised company wide workshop & presentation to educate the entire company on 'Design standards & creative collaboration'
- Further advanced my skills in print such as creating magazine adverts and billboards for the likes of Amazon and BlueLine Rental.

THE WALT DISNEY COMPANY [JUL 2013 – MAY 2017]

Designer/Developer

Responsible for the creative delivery of digital & print promotional campaigns.

- Part of an industry award winning creative agency that created successful commercial media campaigns for brands like LEGO, Sony, Sky, Hasbro, Unilever, Evian, Danone, Amazon & more.
- Led the creative conception & production of digital & print campaigns to gain above average user engagement to satisfy clients' needs. Using planning & organisational skills to make worthy decisions creating well aligned games, sites, social assets, banners & more; for example, the YO! Sushi & the Big Hero 6 campaign resulting in the most successful February half term in the restaurant's history.
- Designed & developed microsite, standard/rich media banners, social & mobile assets & newsletters for commercial partners & sustained the expectations of multiple internal & external stakeholders as well as making functionality vitally important.
- Created several visually impactful pitch boards to stimulate conversation & to gain new business. E.g. Weetabix Sports Day – bringing it £500k worth of media spend to Disney.
- Achieved the best creative solutions by hiring freelancers/ agencies & managed their workflow & output. E.g. Clarks and Disney Infinity.
- Held self-initiated sessions to train non-digital savvy project managers & new recruits, followed with handouts for quick reminders & always on-hand for guidance & advice. This improved the flow & efficiency of work, better allocation of resources, more suitable budgets & greater workflow.
- Delivered over 40 large & small micro-sites in 2016 to the required specification & on time. Being in a core team of two & taking on freelancers when needed, I implemented methods to maintain workflow & 10 min review sessions to manage quality of work.

HASBRO – [AUG 2012 – JUN 2013]

Digital Design Assistant

Integrated Play division making use of new & emerging technology to fuse physical & digital toys to enhance play.

- Worked out of my remit & utilized my knowledge in UI & UX design to create demos to sell in & convey ideas to directors & marketing teams.
- Conducted research/focus groups to test game mechanics/ideas to go in hand with game design.
- Coordinated with external agencies & freelancers to aid the development
- Lead the localization across EMEA for Monopoly & Zynga Cityville.

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FEATURED IN

Folio Focus
One Page Love
Design Your Way Blog
CSS Awards Nominee
Made in Brunel

HOBBIES

Designing
Home interior design
Reading books with the kids
Photography
Travelling
Organising events
DIY

- Worked on brands such as My Little Pony, Littlest Pet Shop, Nerf – Rebelle.

MEDIATONIC – [JUL 2010 – AUG 2011]

Designer

Responsible for user interfaces for social, web, & psp games

- Worked on the UI for facebook games such as 'Back to the Future: Blitz Through Time' & BAFTA nominee 'Amateur Surgeon Hospital'.
- Designed with localization in mind.
- Completed a rebrand & front end development of Mediatonic's website.

FREELANCE – [2005 –2012]

Designer/Developer

Creating branding, websites & photography

INCOS LTD: SO..? FRAGRANCE – [APR 2009 – JUN 2010]

Web Master & Graphic Designer

- Maintained & updated the UK & International sites & social media pages.
- Out of my original remit I designed & branded marketing campaigns such as Bus Ads, Magazine Ads, Store Displays, Leaflets & Packaging.
- To drive engagement & dwell time I created a flash based themed game
- Experience in ASP scripting & created scripts to pull data from databases

EDUCATION

GOOGLE: DIGITAL GARAGE

Online Marketing Fundamentals

BRUNEL UNIVERSITY

First Class Honours in Multimedia Technology and Design with Professional Development (BSc)

PROFILE

CURRENTLY

Class rep for Dantree Nursery. Volunteer reader with year 1 children.

PUDDING POPS STUDIOS

Etsy store - <https://www.etsy.com/uk/shop/PuddingPopsStudio>. I produce, sell, liaise with customers, market creative children's educational solutions. I've participated in running stalls, engaging and being at the forefront with customers.

WHILE AT THE WALT DISNEY COMPANY

Created the first forum for designers across the business to come together. 'Designers' Mornings' was an initiative to meet like-minded individuals who are scattered across nine floors to meet, share insights & knowledge, collaborate, share assets & engage in discussion over design related topics. More than 30 creatives across the business joined each meeting. The forum was highly praised by seniors & directors.

THE LITTLE BAKES CO. [JAN 2014 – 2017]

- Ran a business creating bespoke cakes & bakes in my spare time heightened using social media, a responsive micro-site & networking.
- Fundamental skills include providing excellent customer service, strategic business planning, inventory management, health & safety certification, time management, marketing skills, team building & accounting.
- We have 5 stars all round across social media
- All first-year profits were donated to children's charities

VOLUNTEERING. [2010 – 2013]

- London Ambassador for London 2012 Games
- Involved with 'V:involved' & local community

BRUNEL UNIVERISTY [2012]

- Co-founder & VP of Brunel Digital Media Society.
- Skills: Setting guidelines, branding, marketing, event organization, delegating & presenting
- Student Representative of Level 3 Multimedia
- Art Director at New Designers 2012
- 'Best Interactive Gaming' at Brunel Digital '12