

# HASAN AHMAD

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UX/UI Designer with 3+ years shipping B2B redesigns at The LYCRA Company. Lead design system evolution, rapid prototyping, and cross-functional collaboration to turn user research into measurable business outcomes. Master's in UX from MICA with an Industrial Design foundation from UC DAAP.

## EXPERIENCE

### UX/UI Designer

The LYCRA Company · Oct 2023 — Dec 2025

- Lead UX/UI designer for lycra.com, owning rapid prototyping, mockups, and facilitating cross-disciplinary design collaboration for upcoming site experiences.
- Led the complete redesign of two major B2B site experiences:
  - **Order Hang Tags** — Reduced task completion time by **42%** — Received **88%** positive user feedback.
  - **Test & Approve a Fabric** — Reduced task completion time by **25%**.
- Drive design system evolution in Figma, governing components, patterns, and standards used across the site and web development team.
- Translate user research and usability testing into design language, hierarchy, and interaction decisions.
- Collaborate cross-functionally with product, marketing, and engineering to align UX strategy with business goals.

### Junior UX/UI Designer

The LYCRA Company · Jan 2023 — Oct 2023

- Produced rapid prototypes and mockups for the digital team, supporting roadmap delivery and early-stage feature exploration.
- Maintained and documented the design system, monitoring overall site functionality and design consistency.
- Partnered with cross-functional teams to align early-stage UX work with broader business objectives.

### Freelance UX/UI Designer

Independent · Jan 2022 — Dec 2022

- Redesigned a Cincinnati allergy & asthma clinic website, increasing site engagement by **30%** within six months.
- Additional client work spanning information architecture and responsive web design.

## EDUCATION

### Master's, User Experience Design

Maryland Institute College of Art (MICA) · Class of 2022

### Bachelor's, Industrial Design

University of Cincinnati (DAAP) · Class of 2020

- **Two years of work experience across five co-ops:**  
Vorbeck Materials, Ethicon (Johnson & Johnson), University of Toronto, and Nottingham Spirk.

## SKILLS

**Software:** Figma, FigJam, Framer, Relume, Miro, Adobe Creative Cloud, Slack, Asana, Jira, Notion, LLM's

**Design:** AI Rapid Prototyping, Wireframing, User Research, Usability Testing, Interviews, A/B Testing, Information Architecture, Design Systems, Responsive Design, Accessibility, Typography, Visual Hierarchy, Rapid Iteration, HTML, CSS

**Process:** Cross-Functional Collaboration, Stakeholder Management, Agile Workflows, Remote Collaboration, Presentations, Adaptability