Alina Ahmed
Product Designer

∞ Portfolio
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Summary

Results-driven Product Designer with proven success creating AI-enhanced, accessible, and data-informed digital experiences across web and mobile. Experienced in UX strategy, AI-integrated prototyping, and inclusive design within agile, cross-functional environments. Passionate about building scalable, human-centered interfaces that drive measurable user engagement and business impact. Led end-to-end projects that **increased engagement by 25% and reduced user friction through accessible UX**.

Core Skills

UX/UI Design • Interaction Design • User Research • AI-Driven Product Design (Figma Make, Replit, Stitch, Galileo AI, Claude, Perplexity, ChatGPT • A/B Testing • Accessibility (WCAG) • Prototyping (Figma, Sketch, Adobe XD) • Design Thinking • Visual & Motion Design • Agile Collaboration • Stakeholder Management

Work Experience

Product Designer at RYI   May 2024 – Nov 2025

- Audited and optimized content-centric UI components for consistency, **accessibility (WCAG),** and alignment with evolving design system standards.
- Applied atomic design methodology, creating and organizing scalable UI components (tokens, atoms, molecules, organisms) with semantic structure.
- Created polished UI deliverables and high-fidelity prototypes in **Figma, elevating product aesthetics and user engagement by 20%.**
- Partnered with content teams to map and organize structured design inputs compatible with CMS platforms like AEM.

Product Designer - MindEase   Jan 2022 – April 2024

- Restructured legacy UI components into reusable patterns, integrating them into a centralized design system to reduce design debt and improve consistency.
- Led accessibility compliance across design libraries using WCAG standards, **improving usability for a broader audience, with drop off rate reducing by 40%.**
- Delivered motion-enhanced visuals and interaction **design for mobile and web platforms using Figma and Adobe XD.**
- **Collaborated with developers and stakeholders** to ensure scalable, responsive UI implementation aligned with user needs and brand identity.

Education

AI for UX - Design Lab	Nov 2024
Google UX Design Certificate - Coursera	Jan 2023
AI For Everyone Certificate - DeepLearning.AI	Jan 2024
BA Hons in Business Administration - York University	2006 - 2010
Business Administration Diploma - Seneca Polytechnic	2005 - 2006