

# Alina Ahmed

Product Designer

[Portfolio](#)

[alina.ahmed05@gmail.com](mailto:alina.ahmed05@gmail.com)

[LinkedIn](#)

## Summary

Product Designer with 4+ years of experience designing data-driven web and mobile products. Skilled at translating complex workflows into intuitive user experiences through interaction design, scalable design systems, and high-fidelity prototyping. Experienced using AI tools and design engineering workflows to accelerate product design, ideation, and prototyping while collaborating closely with product managers and engineers to deliver impactful user-centered solutions.

## Core Skills

Product Design • UX/UI Design • Interaction Design • User Research & Usability Testing • Design Systems & Component Libraries • Product Strategy & Problem Definition • Information Architecture • Cross-Functional Collaboration • Accessibility (WCAG) • A/B Testing & Iterative Design

## Tools

Figma • Sketch • Adobe XD • Calude • Perplexity • Vercel • Figma Make • Gemini • Framer • Claude Code

## Professional Experience

### Founder & Product Designer at RYI

Remote | May 2024 – May 2025

Designed and developed a creator-brand alignment platform focused on improving decision-making within the influencer marketing ecosystem.

- Led **end-to-end product design**, from concept and problem definition through high-fidelity prototypes.
- Designed **core product experiences and interaction flows** for creator discovery, evaluation, and platform navigation.
- Built a **scalable design system using atomic design principles**, enabling consistent UI components and faster iteration.
- Simplified complex marketplace workflows into **clear user flows and structured information architecture**.
- Conducted **usability testing and iterative design improvements**, incorporating feedback from stakeholders and users.
- Collaborated closely with **engineers and product stakeholders** to ensure design feasibility and alignment with product goals.
- Delivered **high-fidelity prototypes in Figma** to communicate product vision and guide implementation.
- Improved platform engagement by **20% through UX and workflow optimization**.

### Product Designer - MindEase

Remote | Jan 2024 – Apr 2024

Designed a digital wellness platform focused on helping users build sustainable mental wellness habits.

- Led **end-to-end UX/UI design**, including research synthesis, user flows, wireframes, interaction design, and visual design.
- Simplified complex behavioral workflows into intuitive user experiences that improved product usability.
- Built and maintained a **centralized design system**, replacing fragmented UI elements with reusable components.
- Applied **WCAG accessibility standards** across product flows, improving usability and reducing user drop-off by ~40%.
- Created **high-fidelity prototypes and interaction models** to validate design concepts and communicate design direction.

## Education

<b>AI for UX - Design Lab</b>	Nov 2025
<b>AI For Everyone Certificate - DeepLearning.AI</b>	Jan 2024
<b>Google UX Design Certificate - Coursera</b>	Jun 2023
<b>BA Hons in Business Administration - York University</b>	2006 - 2010
<b>Business Administration Diploma - Seneca Polytechnic</b>	2005 - 2006

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## Core Skills

- Product Design & UX Strategy
- Consumer & Social Product Design
- Feed Design, Engagement & Retention
- Interaction Design & Information Architecture
- Qualitative & Quantitative User Research
- Experimentation & A/B Testing (Statsig, GA, Mixpanel)
- Data-Informed Design & Metrics-Driven Decisions
- Wireframing, Prototyping & High-Fidelity UI (Figma)
- Design Systems & Scalable UI Components
- Accessibility & Inclusive Design (WCAG)
- Cross-Functional Leadership & Stakeholder Communication

## Work Experience

### Product Designer at RYI

May 2024 – Nov 2025

Remote

- Led UX strategy and end-to-end product design for a consumer-facing social platform focused on discovery, trust, and engagement.
- Owned design for the core feed experience, improving content relevance, information hierarchy, and interaction patterns to drive engagement and repeat usage.
- Partnered with product, engineering, and analytics to define success metrics and evaluate design impact using qualitative feedback and quantitative signals.
- Designed and iterated on user flows, wireframes, and high-fidelity prototypes, testing hypotheses through rapid experimentation.
- Drove A/B testing initiatives to optimize feed engagement and retention, applying insights to inform roadmap decisions.
- Built and evolved a scalable design system, ensuring consistency, efficiency, and accessibility across feed-related UI components.
- Communicated UX rationale and insights to stakeholders through clear storytelling and data-backed recommendations.

### Product Designer - MindEase

Jan 2024 – April 2024

Remote

- Designed a consumer wellness product end to end, owning problem definition, user journeys, interaction design, and visual execution.
- Created onboarding and core experience flows that simplified complex information and improved user comprehension.
- Balanced qualitative user insights with quantitative signals to guide design decisions and prioritize iterations.
- Developed high-fidelity prototypes to test concepts quickly and validate usability before build.

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