

# Mohammedamaan Ahmedabadi

Human-Centred Designer

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## SKILLS

- Experienced in interdisciplinary collaboration, effectively bridging diverse perspectives to develop comprehensive solutions.
- Experienced in visual storytelling, branding, poster design, and delivering compelling design narratives.
- Excellent written, verbal, and visual communication skills, with strengths in verbal storytelling and public speaking.
- Proficient in user interface (UI) and web design, including prototyping, wireframing (low and high fidelity), and creating mockups.
- Proficient with industry-standard tools such as Figma, WordPress, InDesign, Notion, Framer, Wix Studio, Miro, Illustrator, Photoshop and Google/Microsoft Office suites.
- Skilled in event management, coordinating large-scale campus events with strong attention to logistics and cross-functional teamwork.

## EDUCATION

Algonquin College, Ottawa, ON

2024 - 2025

**Post-Graduate Certificate in Interdisciplinary Studies in Human-Centred Design.**

- Academic Standing: 3.68/ 4.0 GPA

Pandit Deendayal Energy University, Gujarat, India

2020 - 2024

**Bachelor of Technology in Information and Communication Technology.**

- Academic Standing: 8.19/ 10.0 CGPA

## WORK EXPERIENCE

**UX Researcher** - Bridging the Gap: Engaging Youth in Ottawa Recreation. September 2024 – Present  
City of Ottawa | Human-Centred Design Lab, In-class Client Project  
Ottawa, Canada

- Conducted user research for the City of Ottawa to identify communication, access, impact, and engagement barriers affecting youth recreation program participation and to develop strategies to increase community involvement.
- Actively engaged with the Ottawa community to recruit diverse youth participants and recreation experts, enabling deep insights into the challenges facing local youth recreation programs.
- Analysed qualitative and quantitative data from interviews with youth, city officials, and industry stakeholders to apply service design principles in developing evidence-based, inclusive solutions.
- Designed and delivered a digital toolkit for the City of Ottawa Recreation Facility and Cultural Services to improve program accessibility and engagement for youth.
- Prepared reports, case studies, and presentations that effectively communicate valuable insights to clients.

**UX Researcher** - A Centralised Calendar for AC students  
Human-Centred Design Lab, In-class Project

September 2024 – December 2024  
Ottawa, Canada

- Led a user experience research project to understand Algonquin College students' challenges with multiple calendars across different platforms and to identify opportunities for improvement.
- Conducted surveys to assess the usability of the current college-provided calendars and to screen potential participants for follow-up interviews.
- Recruited and interviewed 10 participants to gain valuable insights into user experiences and needs.
- Synthesised research findings to propose recommendations for designing a more intuitive and responsive calendar system that addresses user needs.

**Intern**  
Einfochips

May 2023 – July 2023  
Gujarat, India

- Conducted qualitative user research through contextual interviews and usability testing to identify pain points and analyse user journeys on Einfochips' website.
- Improved Einfochips' website interface usability and intuitiveness by addressing navigation issues and enhancing overall user experience.
- Collaborated with multidisciplinary teams to align design solutions with human-centred design principles
- Documented research findings, prepared reports and presentations for stakeholder review.
- Supported technical troubleshooting for hardware and software systems.

**Committee Member**

November 2022 – February 2024  
Social & Cultural Committee – Pandit Deendayal Energy University (PDEU) Gujarat, India

- Served on a central committee responsible for managing all college clubs, coordinating campus-wide cultural events, and organising annual festivals for the university community.
- Collaborated with multidisciplinary teams to plan and execute engaging cultural and social events on campus.
- Delivered public speeches and hosted events, strengthening communication and public speaking skills in high-energy environments.
- Facilitated interactive workshops, promoting student involvement and knowledge sharing.
- Played a key role in organising and coordinating large-scale public events, ensuring smooth logistics and memorable experiences.

## **CERTIFICATION**

**TCPS 2: CORE 2022**, Issued by Panel on Research Ethics  
**Google UX Designer Professional Certificate**, Issued by Google

September 2024  
September 2023