

FARIS AHMED



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KEY SKILLS

- **Human Centred Design** – Led user research, testing and iterative prototyping, as UX designer on projects from ideation to build to usage by millions.
- **Accessibility champion** - Formally trained and recognised role, created documentation + standards used throughout the design and QA teams
- **Agile delivery + long term vision** – Worked with devs, UI, product and legal to both deliver quality on time and also build up a long-term roadmap.
- **Design Tools** - Experienced in Axure, Sketch, Principle and Invision.

EMPLOYMENT

Telstra | UX Designer

March 2018 – Present

- Led the research and design of a new Support experience for Telstra's relaunched app & website. Additional experience with security/login, maps, cross-channel and creating a long term vision.
- Strong driver of accessibility, upskilling for my own designs and creating shared documentation + answering questions for the wider team
- Conducted qualitative and quantitative research - including 1:1 user interviews, large scale online tests and data analysis
- Facilitated Design Critique sessions and ideation workshops for the entire team, building a culture of collaboration and transparency

Telstra | Technology Solutions Graduate

Feb 2017 – Feb 2018

- Successfully performed in mix of technical and non-technical (Cloud Engineering, Business Analyst and Release Management) roles across the entire end-to-end delivery process.
- Translated complex business processes and system interactions into user stories for developers

EDUCATION

University of Sydney

2011 – Mid 2016

Bachelor of Information Technology (Computer Sc.)/Bachelor of Commerce (Finance)

- School of IT High Honour Roll 2014

North Sydney Boys High School

2005 – 2010

QUALIFICATIONS

Luma Human Centred Design Practitioner

2021

UTS Data Analytics fundamentals

September - December 2020

- Upskilled in statistical analysis and visualization, while understanding limitations and biases in research. Achieved High Distinction

ThoughtWorks LevelUp Graduate

August 2015 - January 2016

- 6-month program providing experience in the role of a Business Analyst in software development projects. High focus on client interaction.

REFERENCES

- Available upon request