



# Ahmed Zaki

## DESIGN RESEARCHER

As a highly motivated and success-driven individual, my goal is to continuously expand and leverage my UX design and research knowledge to drive innovation and growth in a forward-thinking organization. I am passionate about crafting digital solutions that have a grand and meaningful impact.

## Experience

### July 2023 - Present

IBM iX Consultant at Frito Lay

#### Associate UX Strategist

- Led and fostered close collaboration with a cross-functional team of 10 engineers and designers to oversee the development and successful implementation of a comprehensive portfolio comprising 15 features and updates for an internal employee mobile app, catering to a user base exceeding 25,000 individuals. Achieved a 98% on-time delivery rate for all feature releases.
- Successfully facilitated 3 design thinking workshops, spanning both online and in-person formats, each with active participation from over 25 participants. These workshops played a pivotal role in nurturing a corporate culture rooted in alignment, fostering mutual understanding, and uniting diverse teams in pursuit of shared business objectives.
- Provided mentorship to junior UX researchers and interns, significantly contributing to their professional development and growth within the organization.

### January 2023 - June 2023

IBM iX Consultant at Frito Lay

#### Junior UX Strategist

- Led a cross-functional team in planning and executing 8 user research projects, consistently meeting project deadlines and budgets.
- Developed and executed UX roadmaps, research plans, templates, and standardized procedures with a sharp focus on data-driven methodologies, geared towards obtaining top-quality qualitative and quantitative feedback while aligning with client expectations.
- Strategically proposed and secured client approval for a usability analytics dashboard, aimed at optimizing the user experience through data-driven design decisions and providing client teams with real-time visibility into tool UX performance.

### December 2021- December 2022

IBM iX Consultant at Frito Lay

#### UX Researcher

- Conducted 150+ hours of usability and concept validation testing for 30+ software tools that resulted in a 10% increase in employee productivity.
- Generated detailed user research reports, facilitating clear communication of findings and actionable recommendations to cross-functional teams and key stakeholders.
- Developed user journey maps and personas to identify pain points and enhancement opportunities. Collaborated closely with designers to align user requirements with product design, leading to a 15% increase in user satisfaction ratings.

### January 2019 - December 2020

Project Steps LLC

#### CEO & Founder

- Led two cross-functional teams to design, develop and maintain user-friendly software:
  - A personalized mobile app that rewards users for their daily walking
  - Backend analytical program to analyze app KPIs
  - B2B portal providing real-time visibility store performance for merchants
- Analyzed 200+ user reviews of competitors apps and interviewed 500+ end users to identify common user needs and frustrations that shaped the initial software design, resulting in a well-received product with a 4% churn rate.
- Established strategic partnerships with DSCID group (350+ local businesses), GNC, Subway, and Panda Express to bolster the app's marketing appeal and credibility. Achieved significant user adoption with over 2,300 users (900 active) within the first 6 months of launch.

## Contact

### Phone

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### Email

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### Address

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IL 60605

## Education

2019

**Bachelor of Science - Biology**

Pennsylvania State University

2020

**Post-Baccalaureate Business Essentials Degree**

Northwestern University

2020

**Certified Associate in Project Management (CAPM)®**

2021

**Data Science & Visualization Bootcamp**

Northwestern University

2021

**Certified Scrum Product Owner (CSPO)®**

2024

**Professional Certificate in Product Management**

Northwestern University

## Expertise

Project Management Methodologies | SQL | Data Analysis | Business Process Models | Stakeholder Communication | Risk Management | Agile Framework | Process Improvement | Backlog Management | Wireframing | Detail-Oriented | Figma | Active Listening | UAT | Tableau | Data Visualization | Design Thinking | Servant Leadership | Prototyping | Curiosity | Market Research | User Journey Mapping | User Validation | UX & Software Design | UX Research | Usability Testing | A/B Testing | Adobe XD | Prototyping | Product Strategy | Data Analytical Mindset | UX Workshops | Product Strategy | Product Lifecycle Management | Feature Prioritization | Heuristic Evaluation | Competitor Analysis