

# Maha Shaista Ahmed

[Portfolio](#) | [Email](#) | [LinkedIn](#) | [Phone](#)

Designer and illustrator crafting effective, accessible, and beautiful design solutions rooted in user and business needs. New to the Philadelphia area and seeking opportunities to leverage and deepen digital design and branding skills. Utilize a keen eye for detail and an ability to transform complex ideas into intuitive, compelling visual storytelling. Experience in digital graphic design, interactive prototyping, animation, and social media graphics. Thrive in collaborative and cross-functional environments, harnessing the power of empathy, creativity, and innovation to foster meaningful connections between people and products.

## KEY SKILLS

User Research | User Interviews | Rapid Prototyping | Graphic Design | Product Design | Illustration

**Design Software:** Figma | Blender | Adobe Illustrator | Adobe Photoshop | DaVinci Resolve | SketchUp

**Other:** JIRA | Chromatic | Storybook | Google Suite | Scrum | Agile | Python | HTML

## EDUCATION

**Bachelor of Arts (B.A.) Study of Ethnicity & Race**

Columbia University, New York, NY

## PROFESSIONAL EXPERIENCE

**PENGUIN RANDOM HOUSE**

Jan 2019 – Oct 2023

**Digital Product Designer**

Design Lead for an enterprise platform that generated \$4MM+ in revenue

- Ran sprint meetings and retrospectives as Scrum lead.
- Conducted exploratory user interviews with low-fidelity, high-fidelity & interactive prototypes.
- Ran surveys and analysis of results.
- Engaged with a major national retailer in on-site user interviews and research for innovative customer book experiences.
- Oversaw the final implementation of features, working closely with developers from ideation to execution.
- Launched design reviews on upcoming features, presenting relevant user insights and key behaviors or components.
- Created 3D visualizations and renderings as proof of concept for in-store book experiences.

**COLUMBIA UNIVERSITY CENTER FOR TEACHING AND LEARNING**

Aug 2016 – Jan 2017

**Digital Media Assistant/Intern**

- Edited photo assets and created graphics for websites and social media.
- Wrote and edited content for posts and blogs using WordPress, MailChimp and Tweet Deck.
- Updated and streamlined content on all the Center's websites and social media platforms alongside web designers and project managers.

**NYC MAYOR'S OFFICE OF IMMIGRANT AFFAIRS**

Oct 2016 – Dec 2016

**Media Intern**

- Compiled, cleaned and reviewed data for the Language Acquisition division.
- Created visualizations on the demographics of each borough's population and ELL resources available by district.

**BOOK CULTURE 112TH STREET**  
**Bookseller**

May 2014 – Feb 2017

- Curated and managed a diverse selection of books, assisted customers with recommendations and purchases, and maintained the overall organization and appearance of the bookstore.
- Ordered and received books, managed periodicals, trained new hires.

**NYC PARKS & RECREATION, Washington Square Park**  
**Social Media Intern**

Aug 2013 – Feb 2014

- Managed all social media accounts and websites for Washington Square Park & its conservancy using WordPress and MailChimp.
- Created graphics for upcoming volunteer and fundraising events.
- Coordinated with contributors, donors, and neighbors of the park.

**METROPOLITAN MUSEUM OF ART**  
**Design Intern**

Sep 2012 – Feb 2013

- Shadowed the Exhibition Design Department and worked closely with the Publications and Education Departments.
- Supported educational programming and assisted guests and students throughout the museum.

**TECHNICAL COURSES**

**THE NEW SCHOOL**

2022

- Usability Testing & Evaluation
- Principles of UX: User Research

**COLUMBIA UNIVERSITY**

2021

- Statistical Thinking for Data Science
- Python for Data Visualization

**JESSE SEEGER**

2021

- Future of Publishing & Design since 1450

**IxDF**

2020

- Interaction Design for Usability