

Ahmad Alhasan

UX/UI Designer

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SUMMARY

UX/UI designer with a background in psychology and experience delivering responsive websites, digital products and multidisciplinary design projects across diverse industries. Skilled in user research, prototyping and translating business requirements into intuitive, user-centered experiences that convert.

PROFESSIONAL EXPERIENCE

UX/UI Designer

Wittkiel Gruppe | Apr 2025 – Present

- Designed and delivered 16 responsive websites and redesigns, translating stakeholder and business requirements into user-focused digital experiences.
- Completed approximately 50 multidisciplinary design projects and engagements, including websites, workshops, campaign materials, flyers and other digital and print assets.
- Conducted user, competitor and market research to inform website concepts, content structure and interface decisions.
- Led social media campaigns that increased follower counts by approximately 6-8×, with individual reels reaching 50,000–500,000 views with significant engagement.

UX/UI Design Instructor

Skillademia | Dec 2024 – Present

- Designed and taught practical online courses focused on UX/UI design, Figma and digital design workflows.
- Developed in-depth learning content for courses including Figma Mega Course and Principles and Practices of Great UX/UI Design, alongside additional design-focused courses and projects.
- Delivered more than 50 hours of educational content to over 70,000 students across published courses.
- Translated complex design concepts and software workflows into clear, structured and practical learning experiences.

UI/UX Design Trainee

Recoded | Apr 2023 – Aug 2023

- Conducted user research and facilitated design sprints to define user needs, product requirements and feature priorities.
- Designed accessible user flows, wireframes and interactive prototypes in Figma using WCAG principles and the Design Thinking framework.
- Delivered functional web and mobile prototypes through an end-to-end process covering research, ideation, testing and iteration.

Communications Coordinator

Lam Design | Jan 2022 – Dec 2023

- Led a local streetwear start-up brand's operations and communications, overseeing product design and manufacturing, branding, and vendor communication and distributor affiliations.
- Managed e-commerce operations and launched a website using WordPress with a cohesive visual identity, boosting brand awareness and conversion, supporting a customer base of over 1,500.

EDUCATION

Bachelor of Science, Psychology (Bachelor's degree)

Middle East Technical University (METU) | Sep 2019 – Jul 2023

- GPA: 3.95 (High Honors)
- Focus: Cognitive Psychology, Human-Computer Interaction

Bootcamp, UI/UX Design

Recoded | Apr 2023 – Aug 2023

LANGUAGES

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|--------------------------------|----------------------------|
| • English: Native | • Arabic: Native |
| • German: Advanced (C1) | • Turkish: Advanced |

DIGITAL SKILLS

- Figma, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, WordPress, TYPO3, MS Office Suite, Sketch, Notion, Wireframing, Prototyping, HTML (basic), CSS (basic), JavaScript (basic), Usability testing, Information architecture, User-Centered Design

SOFT SKILLS

- Leadership, Communication, Teamwork, Agile Project Management, Time Management

VOLUNTEERING EXPERIENCE

Program Organizer

Bahçeşehir University Hackathon | Jan 2023 – Mar 2023

- Provided translations for international hackathon event organized by U.S. Consulate.

Research Assistant

Middle East Technical University | May 2022 – Jul 2022

- Supported data collection and analysis for psychology research on behavior patterns.