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Amna Ahmad

UI/UX Designer | Computing Engineer

A creative and user-focused user experience designer with nearly four years of work experience in developing human centered digital solutions. Currently pursuing a Master's in Digital Experience Design at ECAL in Lausanne. I combine a strong computer science background with a passion for thoughtful and intuitive design.

Education

Master of Arts HES-SO in Design (Digital Experience Design) | **2025 - Present**
éc a l - École cantonale d'art de Lausanne, Switzerland

Bachelor of Computer Science | **2017 - 2021**
University of Engineering and Technology, Taxila, Pakistan

Professional Experience

AI Creative and Design Technologist Intern / Part-time | **June - Present**
Logitech S.A, Europe, Lausanne, Switzerland

Designed and implemented an AI-assisted workflow to automate country-specific PWS keyboard layout creation for New Product Introduction, reducing reliance on manual, expert-only work in Adobe Illustrator and addressing a key knowledge bottleneck within the C&D team. My project contributed to Logitech's Design System long term strategy by supporting the development of an AI backed tool that instantly creates different layouts within minutes.

UX Designer / Computing Engineer | 2023 - 2025
CERN - European Organization for Nuclear Research

Worked as the computing engineer and UX design specialist within CERN's UNICOS team, responsible for redesigning the operator interfaces of an industrial control framework used across more than 200 systems at CERN and other research institutes. Defined visual design guidelines and reusable interface templates to improve consistency across control panels. Implemented the new designs in WinCC OA in collaboration with control systems engineers and coordinated testing and rollout for the new release.

UI/UX Designer / Graphic Designer | 2021 - 2023
OBS Technologia, Islamabad, Pakistan

Joined OBS Technologia as a Graphic Design Intern and took on a multidisciplinary UI/UX design role, contributing to client projects from concept through development. Helped design a mobile application for Randox Health, a UK healthcare provider, and developed brand guidelines for LeanTech in the UAE, defining a tone of voice that balanced professionalism with approachability. Also trained and mentored two team members, helping them build their design skills and contribute to client projects.

Certification

Google UX Design Specialisation | 2024
Issued by Google

Minimalistic Graphic Design | 2022
Issued by Domestika

Skillset

Design
UI/UX Design, Human Machine Interface Design, Wireframing, Prototyping, Web design, Mobile app design, Branding, Iconography, Graphic design

UX Skill set
User research, Usability testing, Human centered design, User personas, Participatory design, Journey mapping, Design research

Software
Figma, Adobe illustrator, Adobe XD, Adobe photoshop, Jira, Claude Code, Git

Relevant coding
HTML, CSS, Javascript, Python

Languages

English
C2 Proficiency - IELTS Certified

French
A1 Level

Reference

Dr. Jean Charles Tournier
BE-ICS-STF/CERN
Contact: tournier@cern.ch

Nick Jinkinson
Industrial Designer
Contact: njinkinson@logitech.com