

Hi! I'm Raheel Ahmed

I'm [Product Designer](#) focused on creating digital experiences that empower people and solve real-world problems.

About Me

My Philosophy

Nothing great was ever achieved without enthusiasm.

When tasked with a challenge I go deep into the problem so I can understand the core problem we're trying to solve. Knowing this helps me make informed decisions and build enthusiasm for creating the best experience

Case Studies

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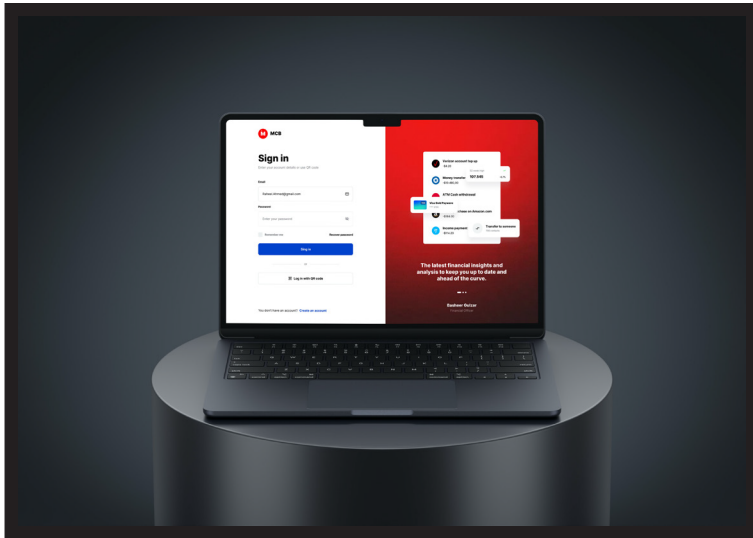
myLINK 2.0 LINK enterprise
CPaaS platform



Infill Drilling - The app that enables
drilling teams to strike success

Case Studies

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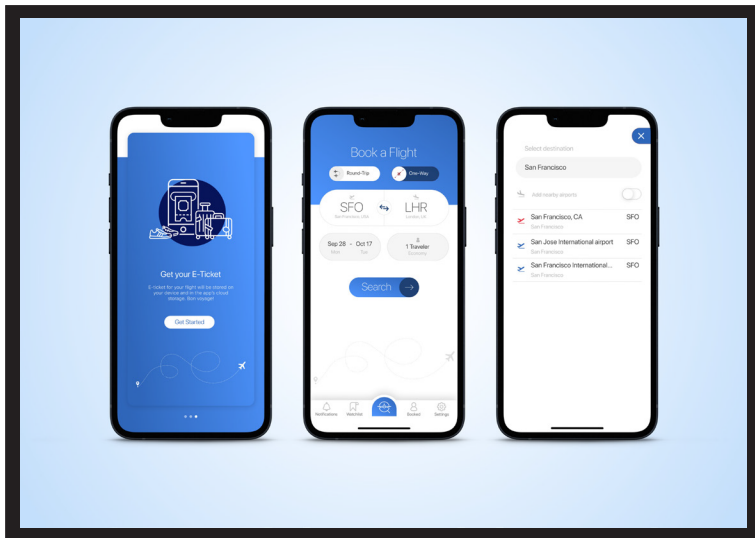
MCB Bank Bank for Life



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Case Studies

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OnBOARD Find great deals on airline tickets



Ressursportal Et verktøy for styring

myLINK 2.0 LINK enterprise CPaaS platform

The LINK team is proud to announce version 2.0 of myLINK, the web portal that allows customers to access all LINK offering, including a personalised space for product management, support services and self-service solutions. The new version of myLINK offers a more user-friendly design and improved functionality. It also includes the following new features:

A more streamlined user experience, with an emphasis on simplicity, clarity and accessibility

Easy navigation between all LINK services, including product management and support services

Enhanced self-service capabilities to allow customers to manage their products online

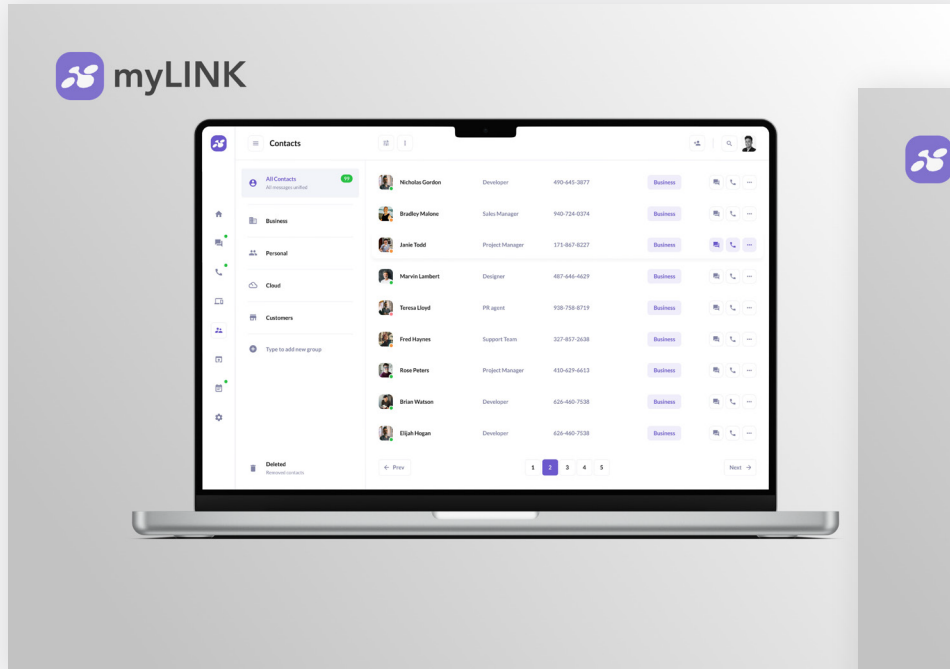
My Role

Researcher | Designer

Duration: January'22 - Oct'22

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myLINK 2.0 LINK enterprise CPaaS platform



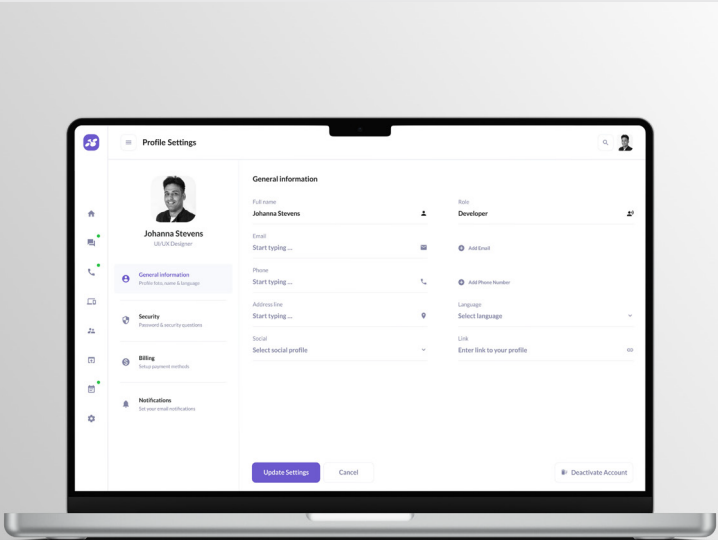
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myLINK 2.0 LINK enterprise CPaaS platform



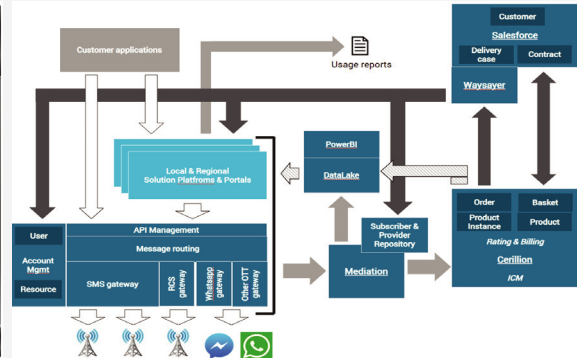
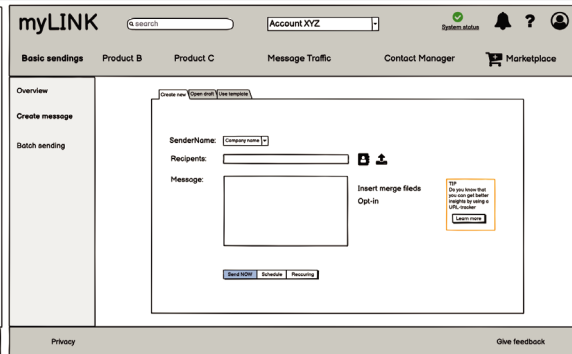
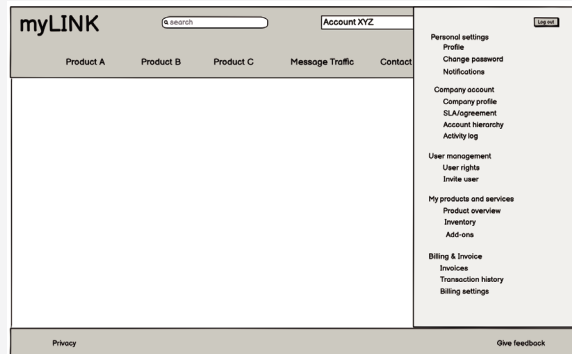
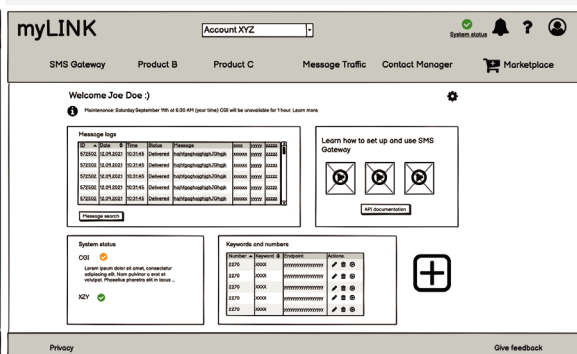
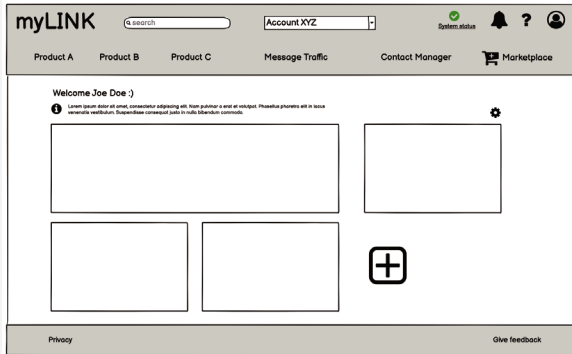
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myLINK 2.0 LINK enterprise CPaaS platform



Portfolio Presentation

myLINK 2.0 LINK enterprise CPaaS platform



Portfolio Presentation

VisitOslo.com Explore the region

The VisitOslo.no UX Redesign project aims to enhance the user experience and address pain points associated with the current website. Our objective is to create a visually captivating and user-friendly platform for tourists and visitors seeking information about Oslo, Norway.

To achieve this, we will:

1. Identify Pain Points: Research and gather feedback to understand user challenges.
2. User-Centric Design: Utilize latest UX design principles for an intuitive interface.
3. Streamlined Information Architecture: Organize content for easy navigation.
4. Engaging Visual Design: Create a visually appealing website reflecting Oslo's charm.
5. Mobile-First Approach: Optimize for mobile devices to enhance accessibility.
6. Iterative Prototyping and Testing: Gather user feedback for continuous improvement.

Our goal is to deliver a redesigned VisitOslo.no that offers an engaging and informative experience for visitors, promoting Oslo as a desirable destination and facilitating trip planning.

My Role: Researcher | Designer

Duration: June'22 - April'23

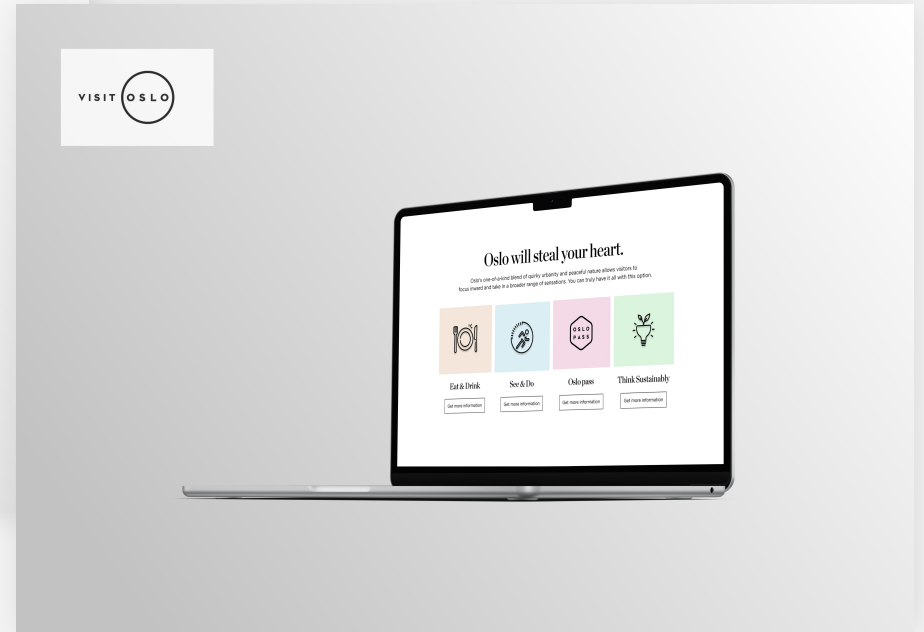
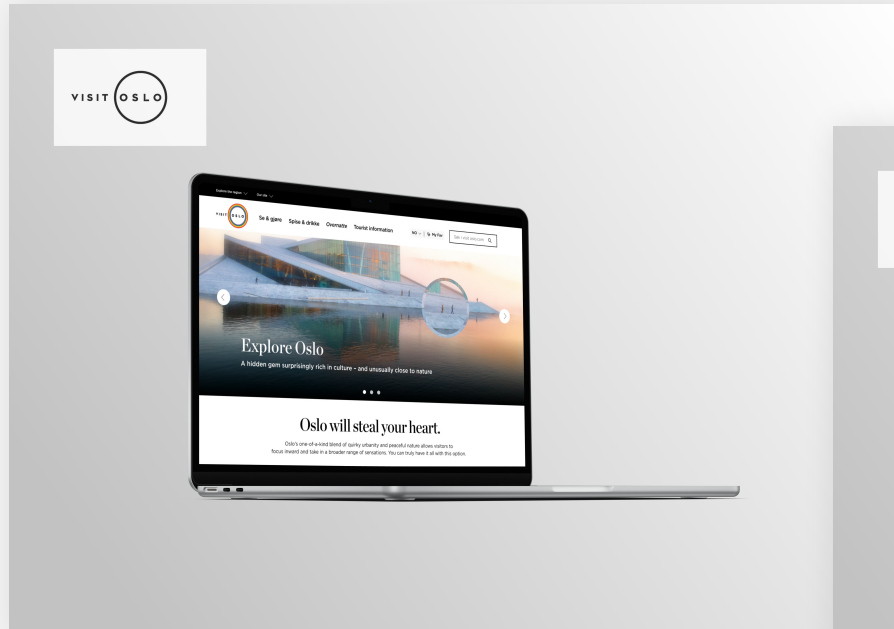
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Visit Oslo Explore the region



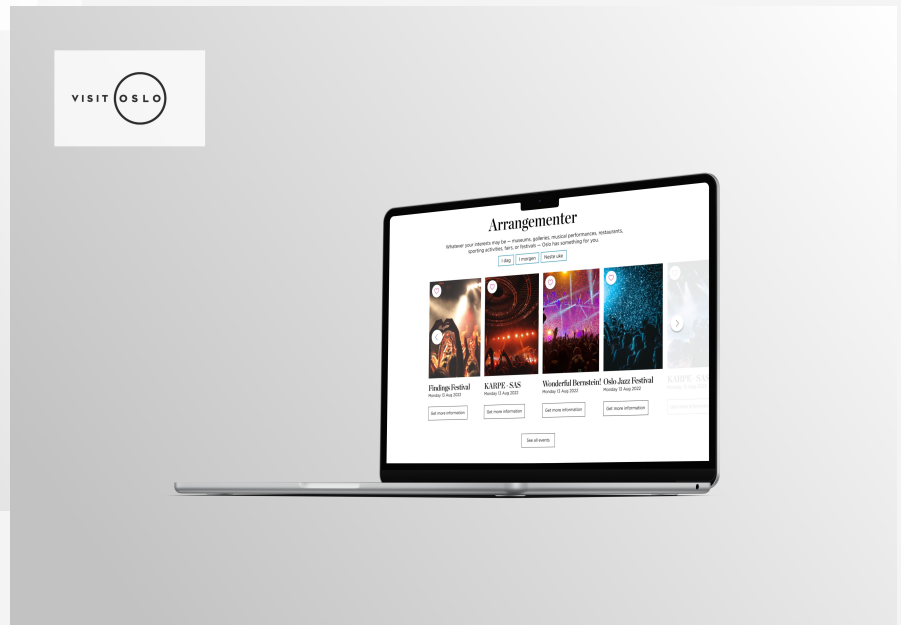
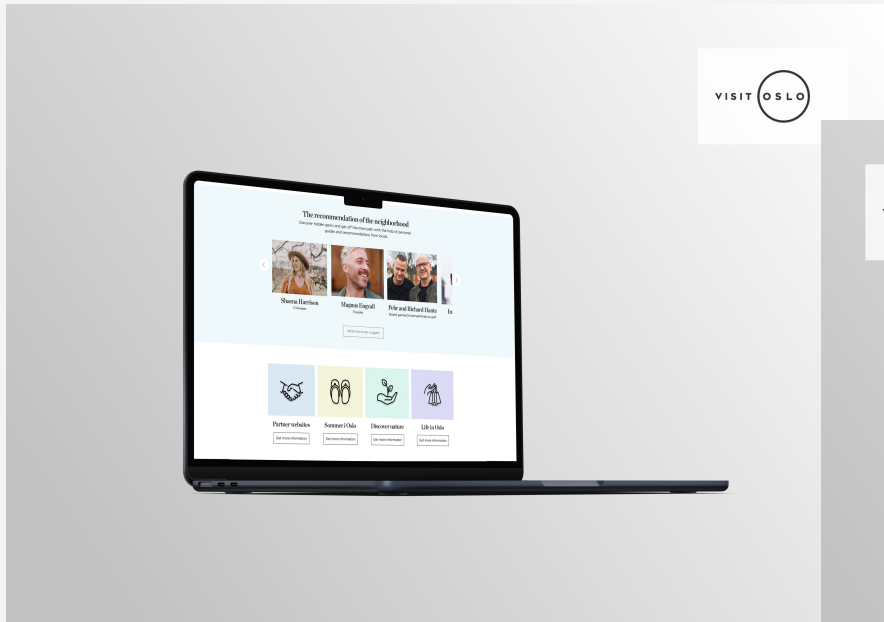
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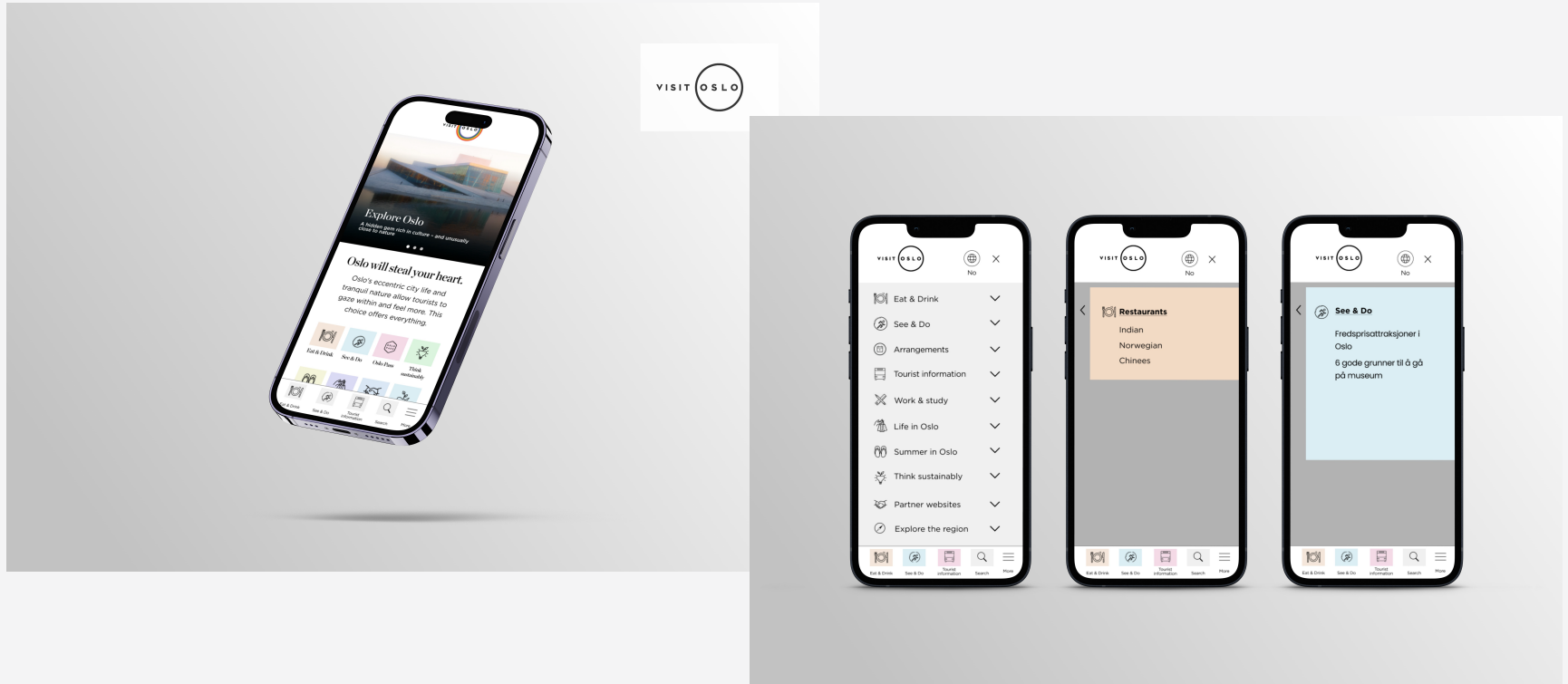
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VisitOslo.com Explore the region



Portfolio Presentation

VisitOslo.com Explore the region



Portfolio Presentation

Infill Drilling The app that enables drilling teams to strike success

The Infill Drilling application is a quicker way of utilising large backend oil well data through a friendly graphical user interface (GUI) compared to the existing command line interface (CLI) used server side. Not only is it quicker to use due to its interface being easier to operate and accessible on most client-side devices, it quicker computationally by breaking down large processor intensive models into smaller bite-sized datasets without losing fidelity.

This project has taken an industrial computational process that takes up to 24 hrs to run (assuming adequate queries) down to minutes for users to see the results. As drilling operations even for smaller operations have overheads in the \$100,000's of dollars, the risk of downtime waiting on data driven operations is significantly lower.

My Role: User Research, Interaction, Visual design, Prototyping & Testing

Duration: January'20 - April'20

[Scroll to Case study page](#)

Infill Drilling The app that enables drilling teams to strike success



Portfolio Presentation

Infill Drilling

The app that enables drilling teams to strike success



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Infill Drilling

The app that enables drilling teams to strike success



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Infill Drilling

The app that enables drilling teams to strike success



Portfolio Presentation

OnBOARD Find great deals on airline tickets

Flight reservations are on the rise again, but airlines haven't yet caught on to the practical and aesthetic appeal of the experience of flying. The internet method might be daunting, time-consuming, and tedious for many people. In order to make the flight-searching, -selection, -booking, and -payment stages of the online travel experience more streamlined, efficient, and convenient for the user, this project emphasizes key areas of opportunity and investigates how the booking process may be enhanced.

The study highlights how research, analytics, and new designs may improve the whole airline booking experience. It's my job to do research and design.

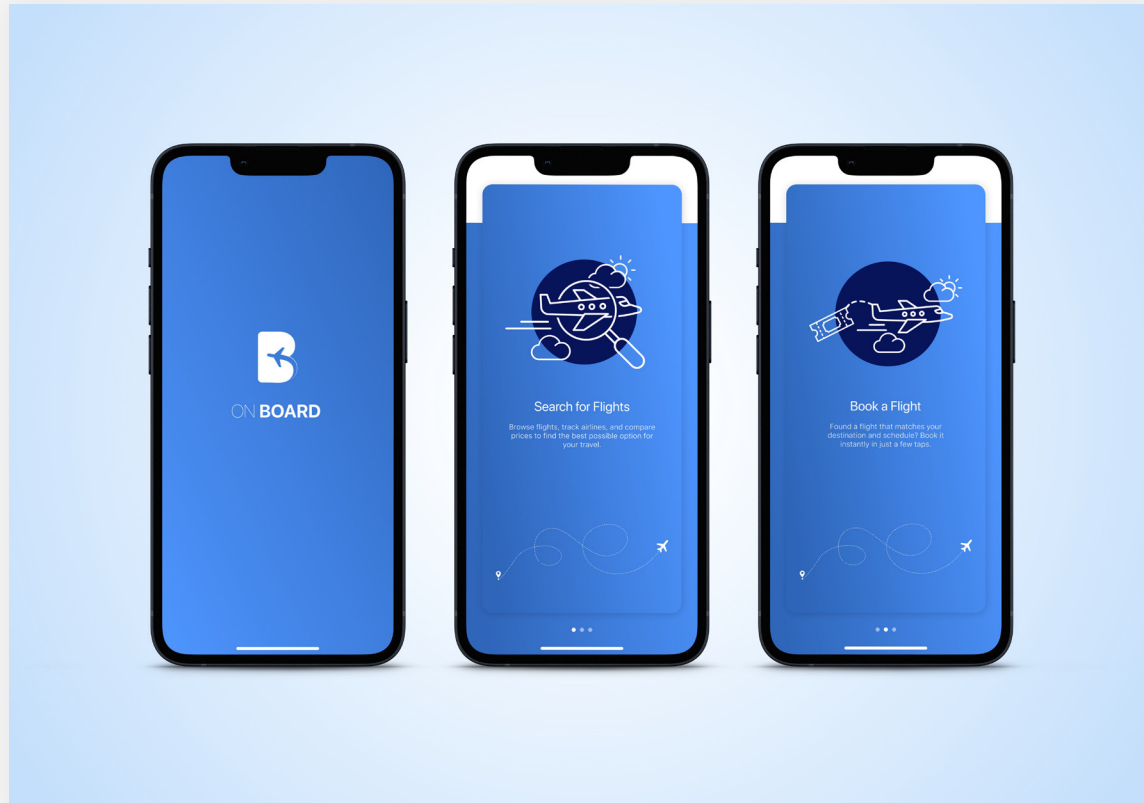
My Role

Researcher | Designer

Duration: January'19 - Dec'19

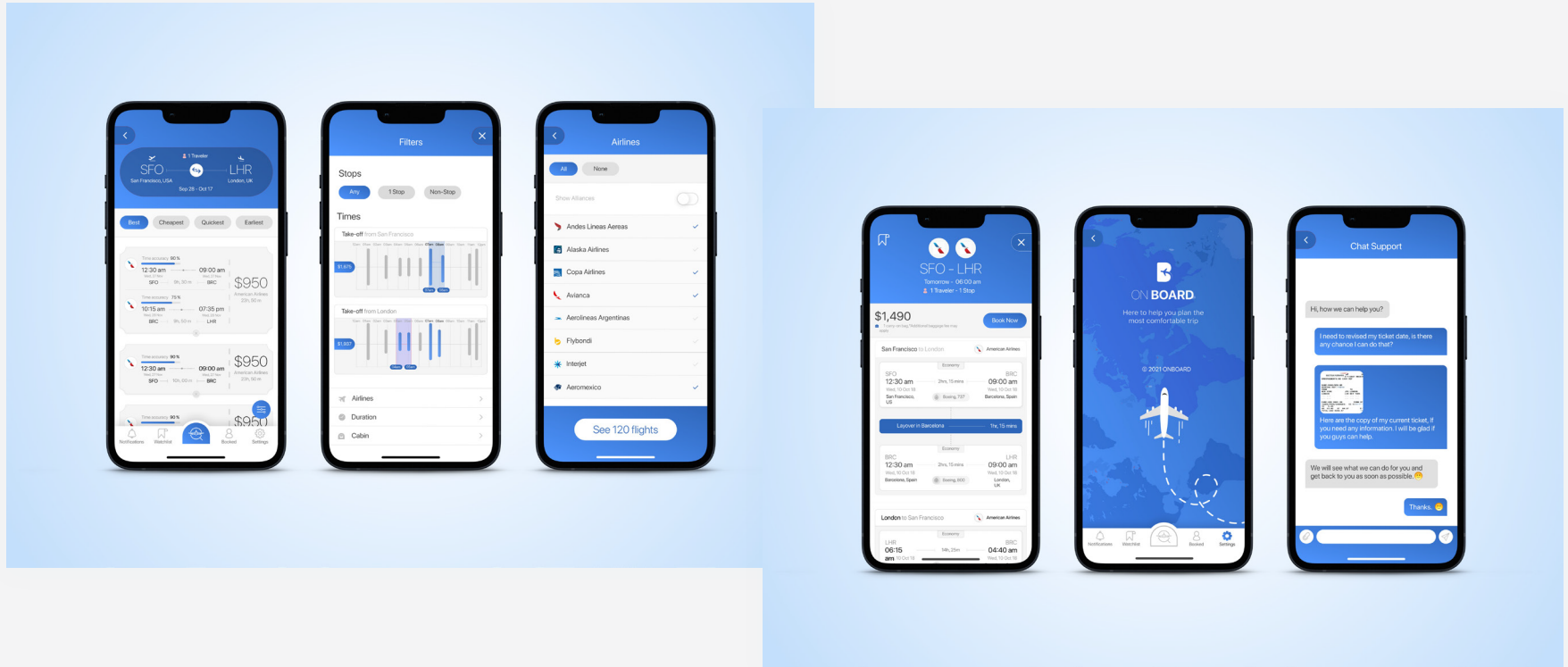
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OnBOARD Find great deals on airline tickets



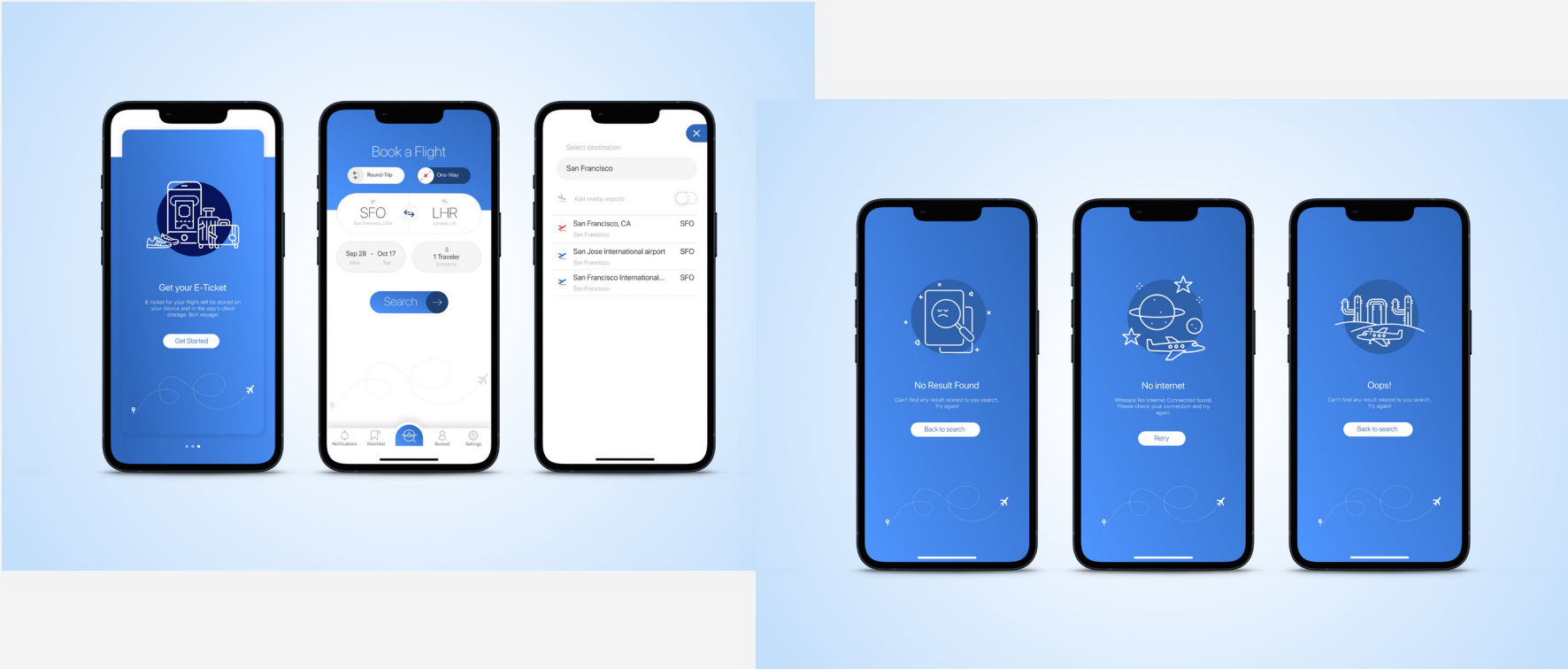
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OnBOARD Find great deals on airline tickets



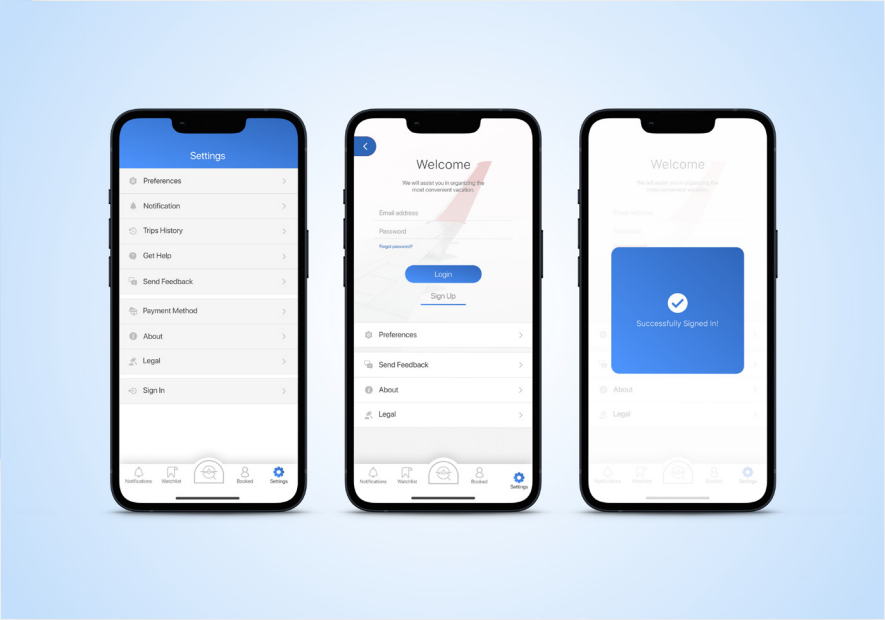
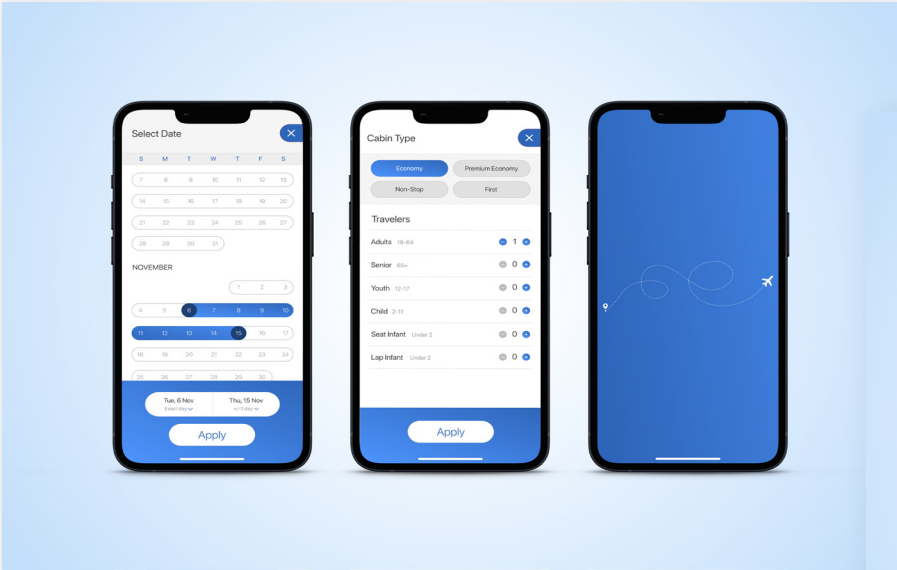
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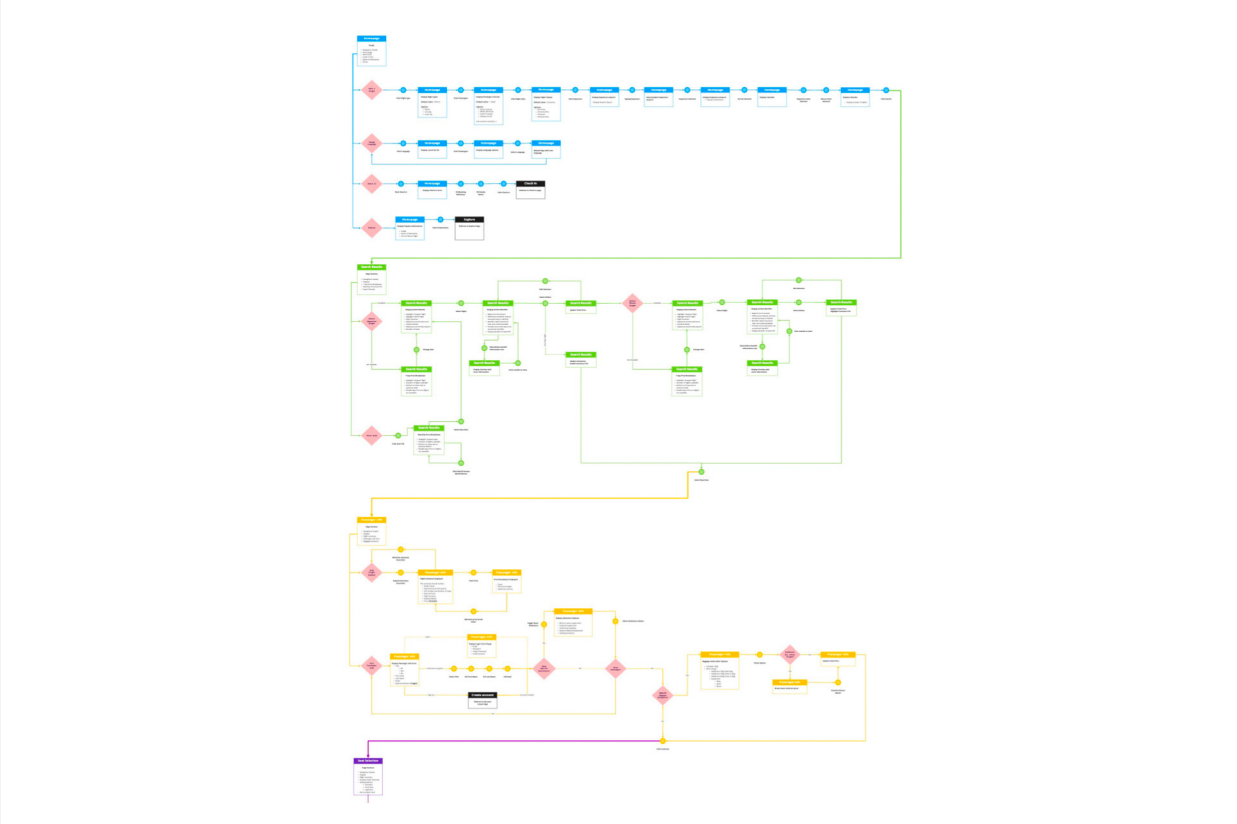


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OnBOARD Find great deals on airline tickets



OnBOARD Find great deals on airline tickets



MCB Bank for Life

Customers who use traditional bank branches squander an average of 78% of their time. Why, as a customer, should I go to an actual bank branch, where I'll have to park and wait in line? True, I wouldn't do it! Any time I have a choice between going into a branch and doing my banking online, I always go with online banking since it is more convenient. The convenience of internet banking allows me to avoid wasting precious time, whether I'm at home or on the move. At least in principle. Unfortunately, in practice, it's not quite that simple.

This case study demonstrates how the use of data science to the banking industry led to significant improvements in both the online and mobile banking experiences for the end user.

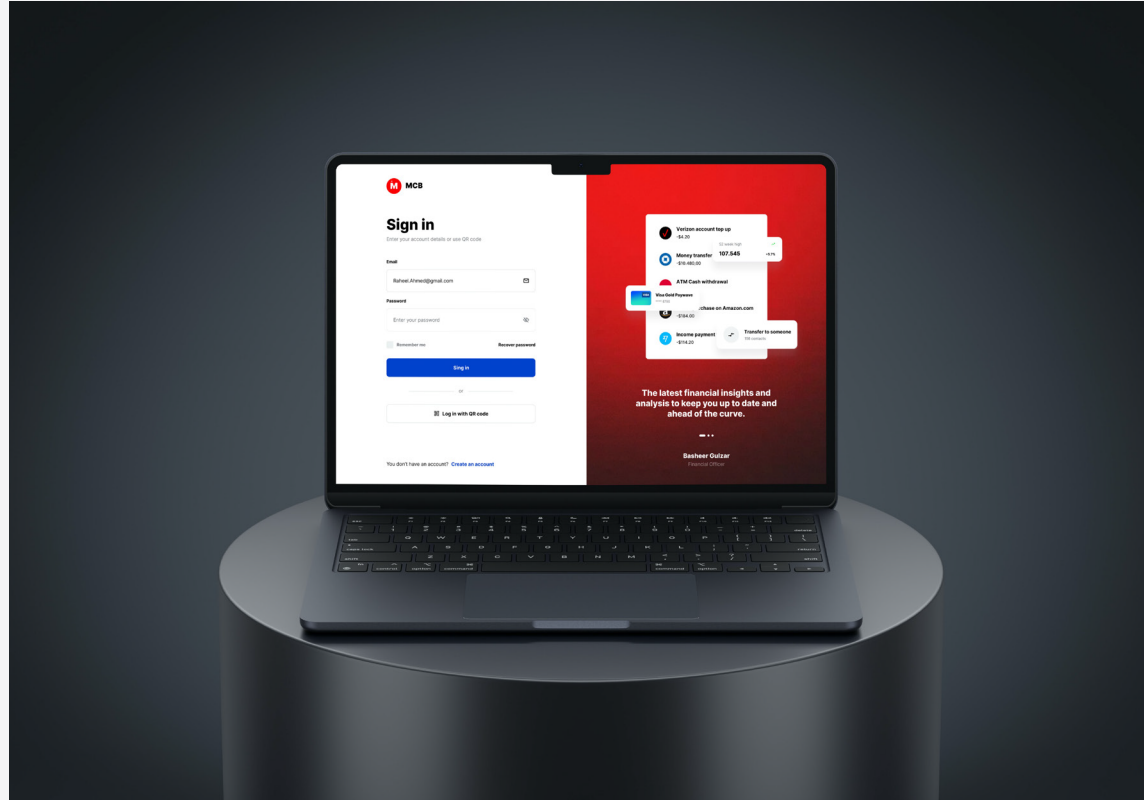
My Role: Researcher | Designer.

HOW I DO IT

Evidence-Based Practices: Exploration, Definition, Design, and Wireframes

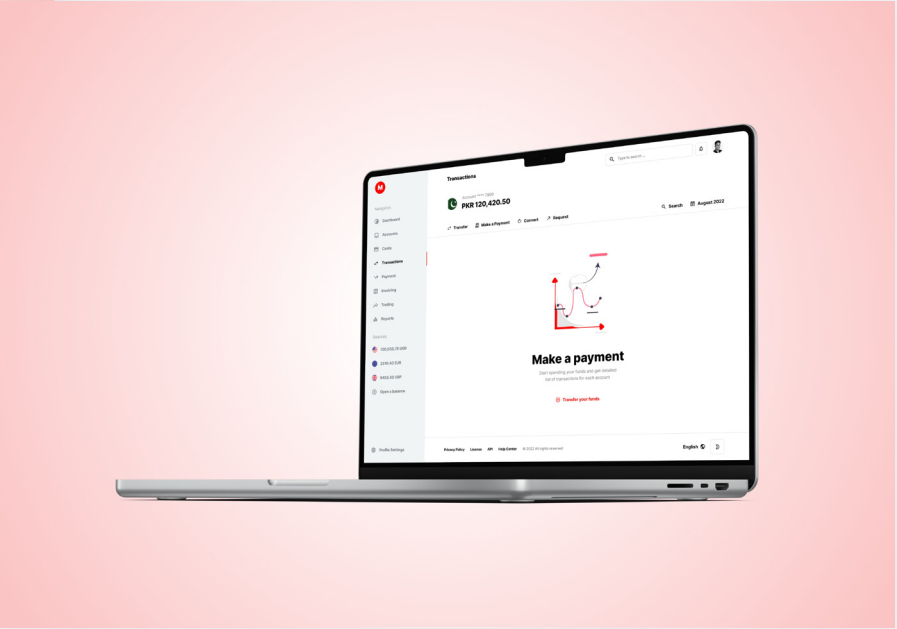
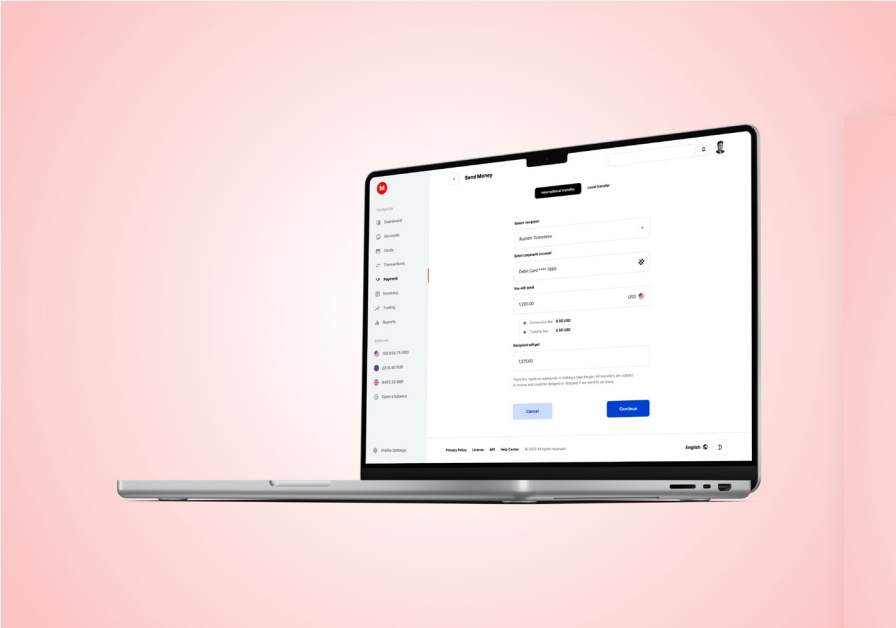
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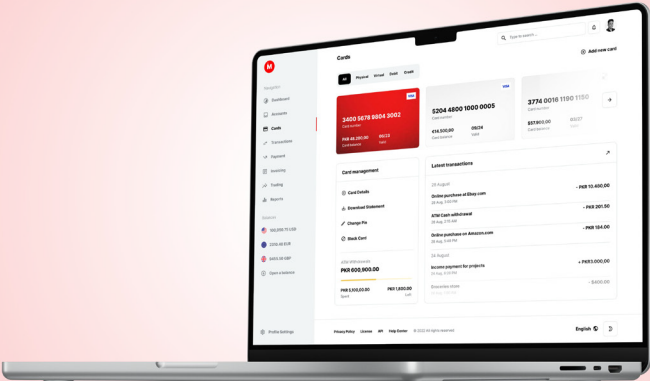
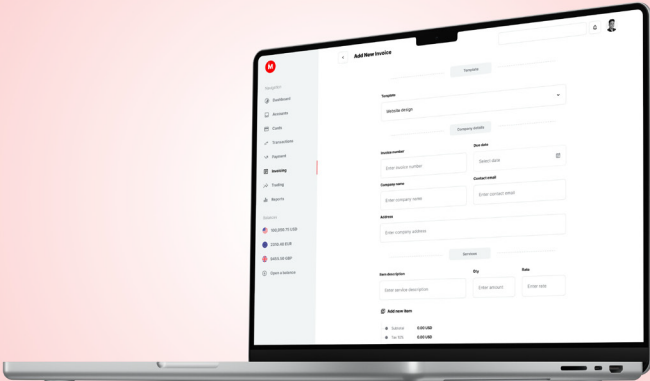
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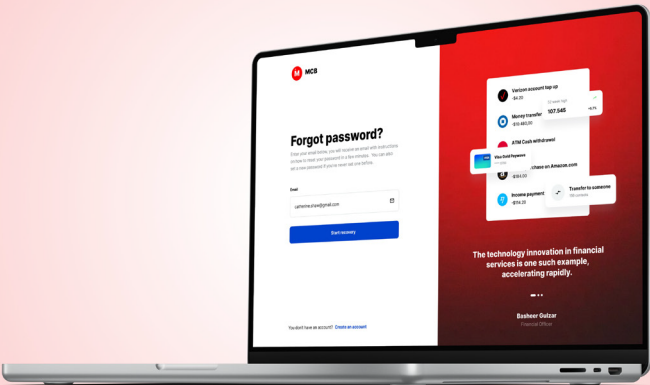
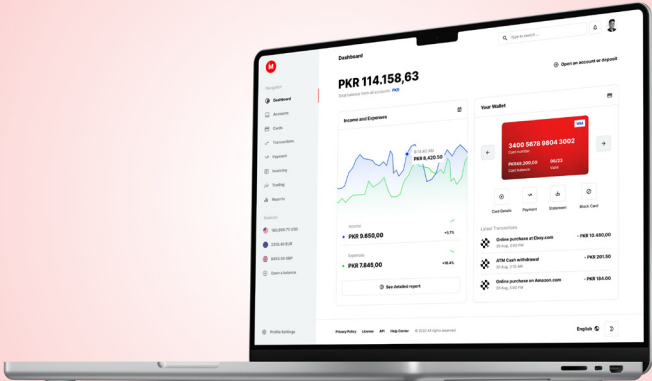
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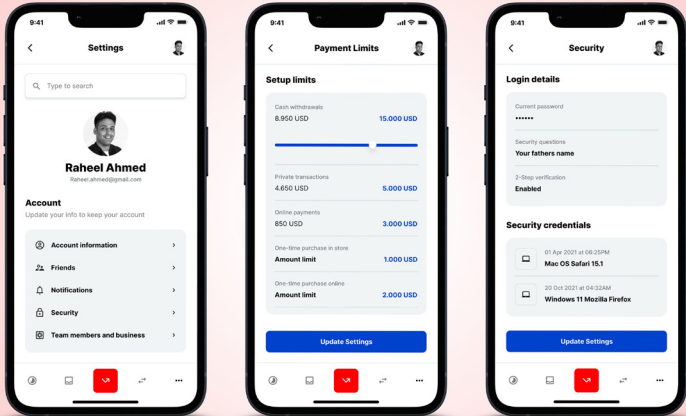
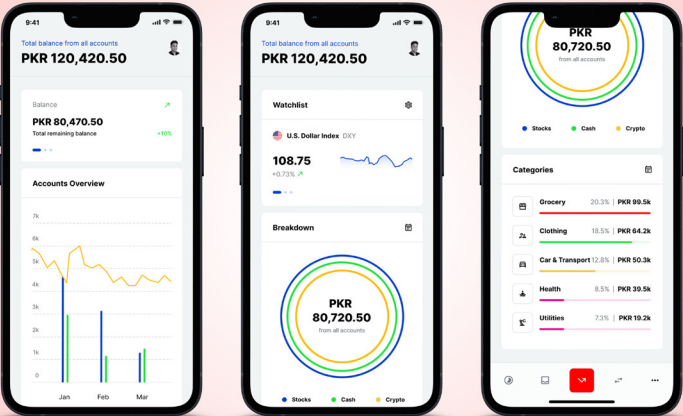
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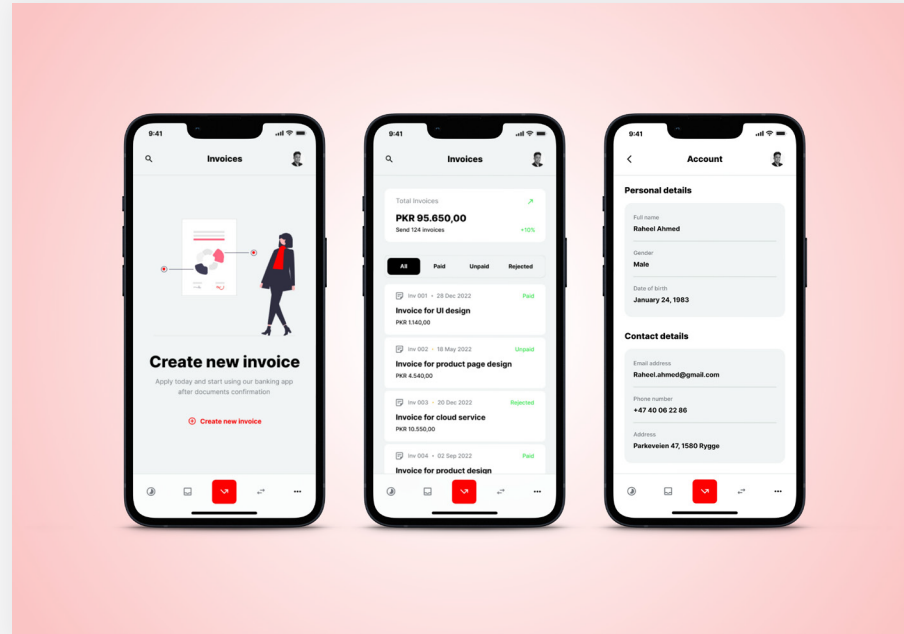
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Portfolio Presentation

Ressursportal UX Redesign

The Ressursportal.no UX Redesign project aims to improve the user experience and address pain points associated with the current solution. Our goal is to create an intuitive and user-friendly platform for kommunal employees and individuals seeking healthcare resources within the kommune.

The current solution lacks efficiency and has an outdated interface, making it difficult to navigate and locate relevant resources. Our project will identify these pain points and design a modern solution to address them.

To achieve this, we will:

Identify Pain Points: Conduct comprehensive research to understand usability issues and gather feedback from users.

User-Centric Design: Utilize the latest UX design principles to create an intuitive and efficient interface.

Streamlined Navigation: Develop a simplified navigation structure for easy access to healthcare resources.

Enhanced Search Functionality: Implement an advanced search feature for quick and accurate resource location.

Modern and Responsive Design: Create a visually appealing and responsive interface for various devices.

Our project will deliver a redesigned Ressursportal.no that offers a seamless experience, empowering users to easily access and utilize healthcare resources within the kommune.

Researcher | Designer

Duration: January'23 - April'23

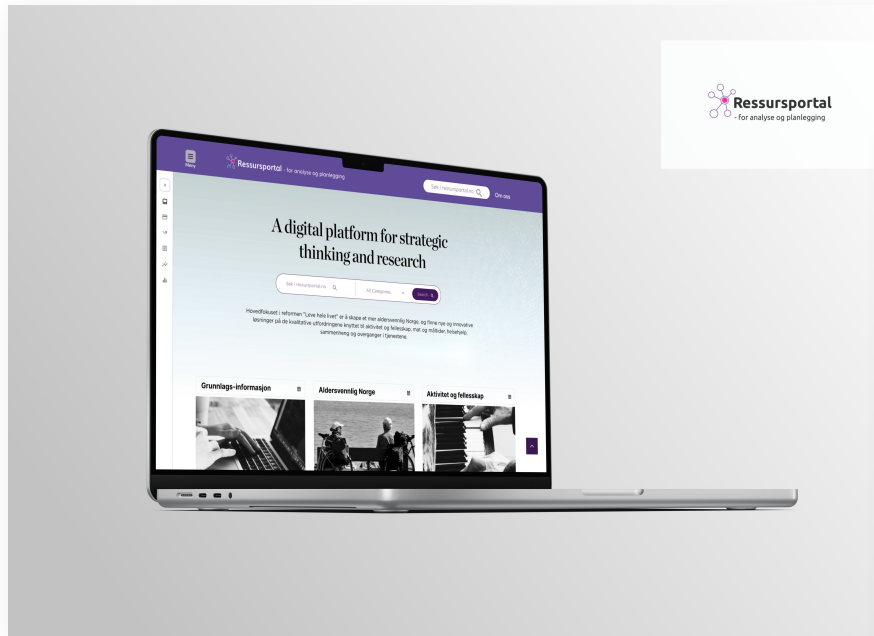
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Ressursportal Et verktøy for styring



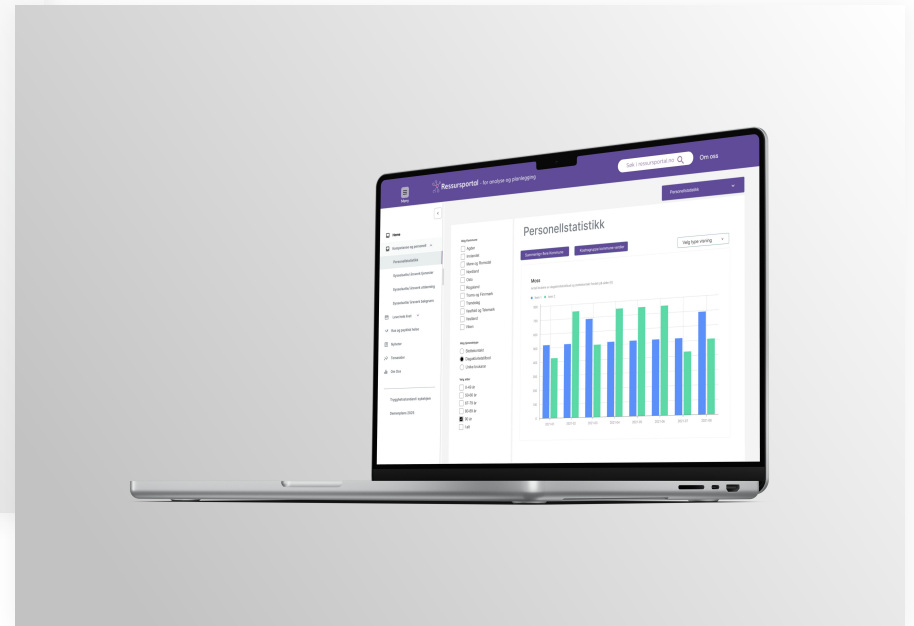
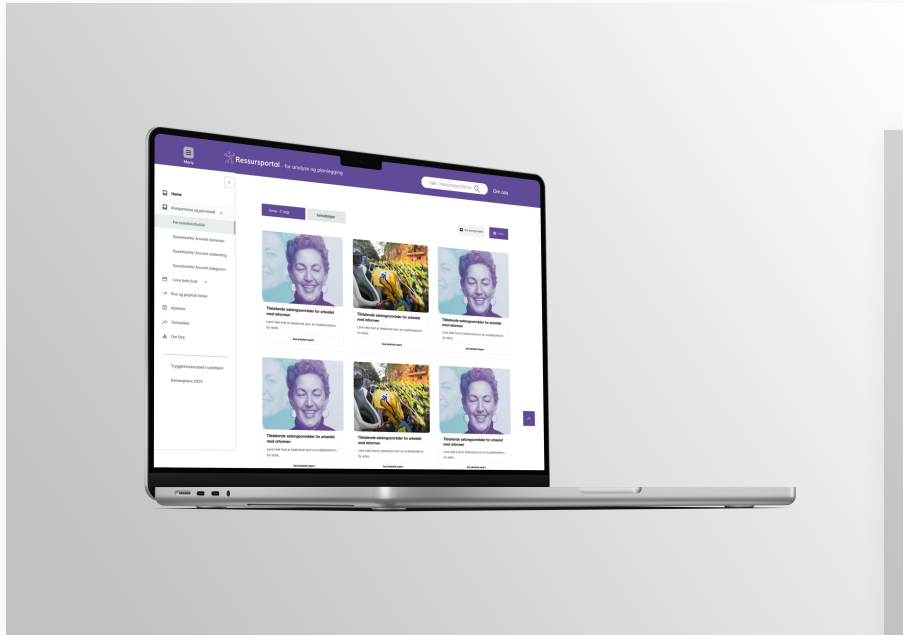
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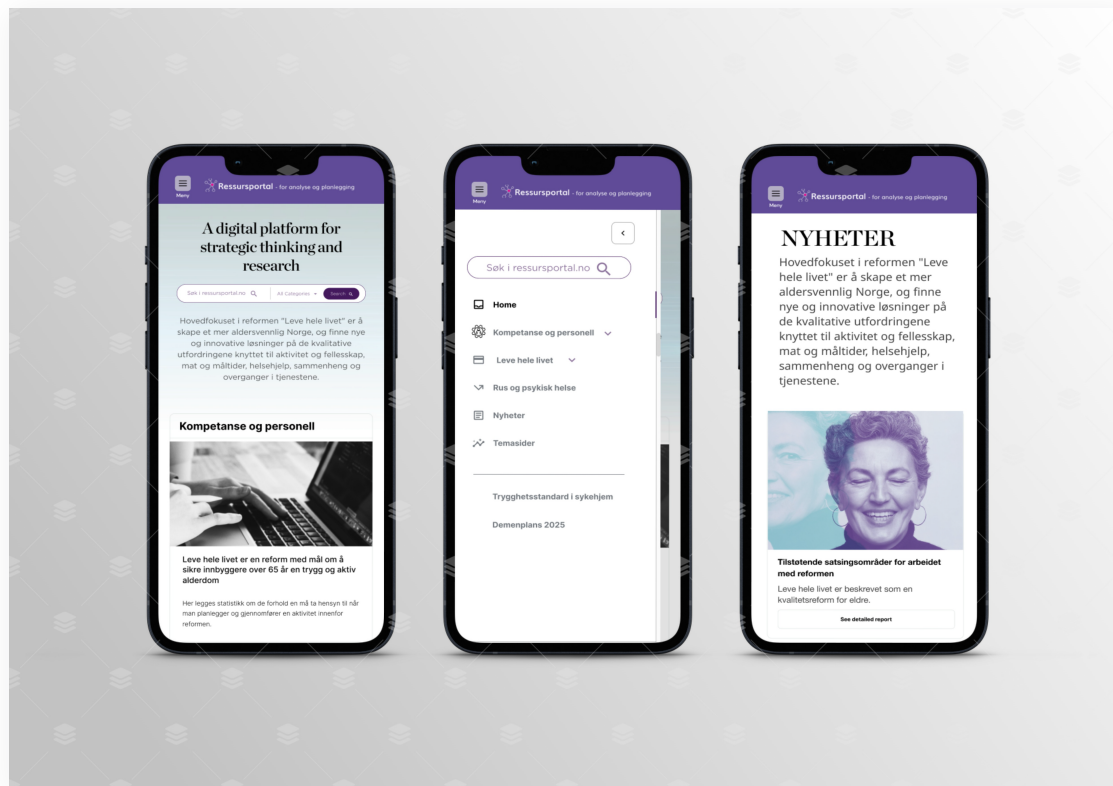
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Ressursportal Et verktøy for styring



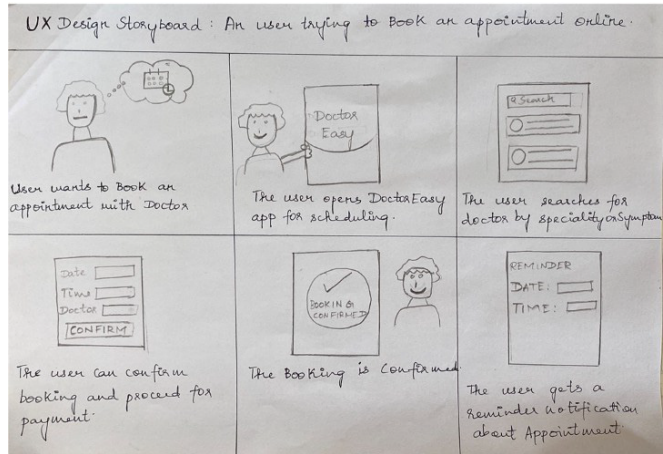
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Ressursportal Et verktøy for styring



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Thank you

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