

Sama Ahmed

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Experience

- User Experience Researcher** · LPL Financial Jul. 2026 – Present
- Conduct interviews with financial advisors to identify friction in product workflows and improve user flows, including research within the account life management cycle domain.
 - Building a full-stack web application to centralize AI resources and use cases for **60+** Experience Design team members.
 - Led project management for LPL's Fall 2026 University Hackathon, bringing together approximately **130 participants** across **30 teams** from **47 universities**; coordinated with University Relations, LPL judges, organizers, and AWS over three months.
- Web Design Intern** · Titan Radio Jan. 2026 – May 2026
- Redesigned key pages, including Meet Our DJs and The Feed, to improve content discoverability for a student media platform with **6K+** Instagram followers.
 - Built a semester archive and updated blog and DJ pages to improve access to current and past content.
- User Experience Research Intern** · LPL Financial Jun. 2025 – Aug. 2025
- Conducted heuristic evaluations that identified **10+** usability issues and informed product roadmap and development discussions.
 - Presented research insights to cross-functional partners for a platform used by **30,000+** financial advisors.
 - Created persona guides and streamlined research documentation for the cross-functional Experience Design team.
- IT Student Assistant** · California State University, Fullerton Aug. 2023 – Jun. 2026
- Resolved **500+** ServiceNow tickets by troubleshooting hardware and software issues and configuring workstations for faculty and staff.
- Supplemental Instruction Leader** · California State University, Fullerton Aug. 2024 – May 2025
- Led biweekly Calculus I sessions and designed collaborative activities to reinforce course concepts; contributed to a **10%** improvement in average student grades.

Leadership & Community

- Campus Leader** · Figma Jan. 2026 – May 2026
- Co-hosted Figma and FigJam workshops for **100+** students and helped organize CSUF's first official FigBuild Launch Party and Work Session.
- Co-Director, UI/UX Designer** · FullyHacks Sep. 2023 – Apr. 2026
- Led **50+** organizers across cross-functional teams for the 2025 hackathon, contributing to a **35%** year-over-year increase in project submissions; also designed event interfaces and UI/UX assets across three event cycles.
- Web Development Team Lead** · FullyBeyond May 2024 – Nov. 2024
- Led a five-person team building the designathon platform with SvelteKit and Tailwind CSS, collaborating with 11 organizers to support an event for 100+ students.
- Webmaster, Board Member** · Association for Computing Machinery at CSUF Jan. 2024 – Dec. 2025
- Maintained acmcsub.com, reviewed **40+** pull requests, supported **70+** open-source contributors, and led SvelteKit and front-end workshops for **30+** students.

Skills

Research: User interviews, usability evaluation, heuristic evaluation, persona development, research synthesis
Technical: Python, SQL, JavaScript, Swift, C/C++, HTML/CSS, SvelteKit, React, Flask, Tailwind CSS
Tools: Figma, FigJam, Jira, Confluence, Miro, Git, Linux

Education

California State University, Fullerton Fullerton, CA
B.S. in Computer Science, Cum Laude May 2026