

I am a versatile professional with over eight years of experience, enthusiastic about creating design experiences that evoke emotion and inspire positive change for clients and their customers. I ensure that every large or small project I work on impacts the users while I learn a new skill.

WORK EXPERIENCE

Product Designer

DESHI UX | Toronto, ON | Jun 2018 - Present

- Conducting in-depth user research across various projects to understand users' needs.
- Designing and prototyping impactful app user interfaces, emphasizing the creation of compelling visualizations to craft high-quality UI/UX designs.
- Creating user experiences that are highly impactful and simplistic meeting the standards for usability and accessibility.
- Collaborating with cross-functional teams to integrate the voice of the customer into the business scoping process, demonstrating effective communication and collaboration.
- Developing sound UX concepts by defining customer needs, task analysis, and creating personas, storyboards, user flows, and use cases.
- Maintaining up-to-date knowledge of industry trends, emerging technologies, and design tools, showcasing expertise in mobile app design with a strong focus on user-centered design principles.
- Identifying user-focused improvement areas and testing client apps for usability, contributing to a culture of continuous improvement.
- Managing logistics for the company and collaborating with international clients like UNICEF, demonstrating adaptability, flexibility, and the ability to work on diverse projects.
- Assisting in defining brand identity through the creation of social media posts, acquiring a substantial following.

Design Engineer & Project Coordinator

Mott MacDonald | Dhaka, Bangladesh | Jan 2015 - Jun 2021

- Conducted field studies and user interviews, defined pain points, and worked with clients and engineers to map the scopes and ensure the accessible design of public restrooms that would impact 17 million people.
- Designed banners, posters, and brochures and helped the company acquire new projects and meet organizational OKR for 2021.
- Crafted data visualizations for presentations, dashboards, and reports.
- Constructed a design for a cloud-based documentation system to reduce paper waste by 30%.
- Designed and created a document distribution system to ensure relevant information reaches all desks on time leading to a 15% increase in team efficiency.
- Conducted post-launch surveys to determine the success of 11 accessible public restroom operations.
- Collaborated with cross-functional teams across different time zones and hosted workshops.

Project Manager

Roots Air BD | Dhaka, Bangladesh | Jan 2013 - Jan 2015

- Performed research about the latest trends and designed merchandise for the brand such as stickers, badges, and posters according to user needs.
- Designed merchandise packaging, which led to minimal damage during shipping, resulting in a 20% increase in client satisfaction.

EXPERTISE

Professional

User Research
Product Design
UI/UX Design
Visual Design
User-centered Design
Information Architecture
Wireframing and Prototyping
Problem-Solving
User Testing
Web Applications
Coordination and Collaboration
Communication
Presentations & Workshops
Technical Writing
Adaptability and Flexibility

Technical

Figma, Adobe XD, Adobe InDesign, Photoshop, Illustrator, Premiere Pro, After Effects

Confluence, Jira, Trello

HTML, JavaScript, CSS, GitHub

EDUCATION

MASc in Computer Engineering

Memorial University of Newfoundland
St. John's, Canada
2021 - 2022

BSc in Electrical and Electronic Engineering

American International University-
Bangladesh, Dhaka, Bangladesh
2011 – 2015

Certification

[Foundation of User Experience \(UX\) Design](#)

Google Career Certificate by Coursera
2022

[Start the UX Design Process: Empathize, Define, and Ideate](#)

Google Career Certificate by Coursera
2023

[Build Wireframes and Low-Fidelity Prototypes](#)

Google Career Certificate by Coursera
2023