

# OHIDUL ISLAM

## Product Designer (UI/UX)

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## OVERVIEW

With over 6 years of experience in SaaS, Web3, AI, Tech, and Fintech, I've developed expertise in UX/UI design, strategic thinking, and end-to-end design execution for B2C and B2B2C. As a UX generalist designer, I focus on user research, prototyping, and managing comprehensive design systems to ensure that every product is intuitive and effective. I lead design projects from concept to completion, transforming insights into products and ensuring seamless collaboration for business success.

## WORK EXPERIENCE

### Nosto Solution Ltd.

Product Designer | Feb 2022- Present

- I work on the User-Generated Content and personalization team, designing solutions that enhance the shopping experience for e-commerce brands and their customers
- Drive user-centered design by conducting research, usability testing, and workshops with stakeholders, using insights to create practical and effective solutions that address user & business needs
- Conduct qualitative and quantitative research to validate design solutions and gather user insights, while also writing user stories, creating prototypes, and performing usability testing
- Collaborate with engineers and designers to identify, create, and update reusable components for Nosto Design Systems. Manage the design team to plan and prioritize the delivery of these components
- Develop clear handover materials that communicate design details and behavior throughout interaction flows and journeys, such as user flow, design specifications, and interaction guidelines
- Track and analyze the impact of design solutions on business performance and key metrics, using this data to identify areas for improvement and refine design strategies for future projects

### Pixelforce Solution Ltd.

UI/UX Designer | May 2021 to Feb 2022

- Designed UI/UX for mobile apps, web apps, and websites at PixelForce, focusing on creating user-friendly and visually engaging interfaces that meet project requirements
- Collaborated with clients, stakeholders, and users to gather detailed requirements and insights, ensuring the designs aligned with their needs and expectations
- Developed mobile and web applications that successfully attracted VC funding by delivering high-quality, innovative designs that demonstrated significant business value
- Managed the end-to-end design process for new products, including conducting research, defining problems, wireframing, creating mockups, performing user testing, and preparing designs for developers
- My designs helped one of our clients secure around \$3M in funding and attracted over 35,000 users within the first three months, leading to a 92% client satisfaction rate

### Upwork Global Inc.

Freelance UI/UX Designer | Feb 2014 to Jan 2023

- Designed over 200 global mobile apps, web apps, and websites for clients, delivered creative solutions that meet their needs
- Created user flows, wireframes, prototypes, and specifications for mobile and web apps, ensuring high usability and functionality
- Achieved Top-Rated status by consistently providing high-quality work and maintaining a 100% job success rate, demonstrating outstanding client satisfaction

### Churchfield Home Services

UI/UX Designer | Feb 2020 to Feb 2021

- Design user flows, wireframes, prototypes, and UI assets for procurement software, while leveraging user feedback, interviews and data analysis to identify opportunities that support business goals.
- Performed in-depth analysis using various user research techniques, including heuristic evaluation, user interview, and card sorting, to create an intuitive user interface that is cutting-edge and easy to use
- By optimizing the user experience for Church Field Home Service, I increased customer satisfaction by 30%, improved service efficiency by 25%, and boosted engagement by 40%, driving overall growth

### REVE Systems Ltd.

UI/UX Designer | Jan 2019 to Jan 2020

- Conduct user research and testing for REVE Chat's AI-enabled omnichannel customer engagement platform to explore and validate design ideas, then present synthesized findings to internal stakeholders in a clear and actionable manner.
- Worked with Marketing and Brand teams to ensure visual elements and tone of voice align with the brand, while also advocating for best practices in user experience
- By applying user-centered design principles at REVE Chat, I improved user satisfaction and engagement, which led to higher customer retention and conversion rates, directly supporting business growth

## EDUCATIONS

### Google UX Design Certificate

Coursera.org

### Interaction Design Foundation

Design Thinking: The Ultimate Guide

Design for the 21st Century with Don Norman

Mobile UX Design: The Beginner Guide

Data-Driven Design: Quantitative Research for UX

User Research Method and Best Practices

Journey Mapping

User Experience: The Beginners Guide

### Bachelor of Computer Science and Engineering

North South University, Bangladesh

## SKILLS

User Research | Interaction Design | Visual Design

Mobile Design | Prototyping | Usability Testing | Wireframing

Design Systems | Data Driven Design | Competitive Analysis

Product Strategy | Project Management | Stakeholder

Management | Communication | Responsive Design

WordPress | Webflow

## TOOLS

Figma | FigJam | Adobe XD | Miro | Hotjar | Balsamiq

Jira | Notion | Mixpanel | Google Analytics | Slack

Confluence | Canva | Wordpress | Webflow

## INTEREST

• Design Workshop

• AI

• Business Strategy

• Fitness

• Cricket

• Travelling

• Tech

• Reading Books