Ohidul Islam

Senior Product Designer
Adelaide, Australia (Will Relocate)

Portfolio: **Design Case Study**
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OVERVIEW:

Senior Product Designer with 8+ years shaping digital experiences for SaaS, AI, and eCommerce, specialising in end-to-end UX, scalable systems, and data-informed design strategy. I've designed for B2C and B2B2C products while owning the whole process, building design systems, and collaborating with teams to create user-friendly products that support business growth.

WORK EXPERIENCE:

Product Designer, Nosto Solution Ltd. | 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
- Led UX research and usability testing to inform UGC features, boosting usage by 20% over two quarters.
- Collaborate with engineers and designers to identify, create, and update reusable components for Nosto Design Systems
- Deliver clear, dev-ready handoffs including user flows, specs, and interaction guidelines for seamless implementation
- Track design performance against KPIs like engagement and conversion, using data to refine future design strategies

UI/UX Designer, Pixelforce Solution Ltd. | May 2021 - Feb 2022

- Collaborated with clients, teams, and users to define problems and design solutions—turning insights into features that increased adoption by 22%
- Led end-to-end design for 12+ web/mobile apps, cutting development rework by 30%.
- Launched a product that drove $3M funding and 35K+ users (92% satisfaction)
- Built scalable design systems for SaaS and fintech products, accelerating feature development by 40%

Senior UI/ UX Designer, Upwork Global Inc. | Feb 2013 - Jan 2023

- Designed 200+ digital products for global clients across 12+ industries, adapting to cultural and product needs
- Completed 1,000+ hours on delivered 250+ high-impact projects in SaaS, healthcare, e-commerce, and more
- Achieved Top-Rated status with a 100% job success rate through consistently high-quality work and client satisfaction

UX Designer, Churchfield Home Services | Feb 2020 to Feb 2021

- Designed user flows, wireframes, and UI for procurement software, aligning with both user needs and business goals.
- Conducted usability studies to inform intuitive, efficient interfaces.
- Improved UX, resulting in 30% higher customer satisfaction and 40% more user engagement.

UI/UX Designer, REVE Systems Ltd. | Jan 2019 to Jan 2020

- Redesigned REVE Chat's AI-powered platform with a new visual theme and live chat flow to reduce support calls and improve service.
- Led user research and usability testing, providing insights that drove product enhancements and business growth.
- Boosted user satisfaction and engagement, increasing retention, conversion rates, and enterprise customer acquisition.

SKILLS:

- User Research & Testing
- Visual & Interaction Design
- Wireframing & Prototyping
- Accessibility (WCAG)
- Customer Journey Mapping
- Design Systems
- Stakeholder Collaboration
- Product Strategy
- Data-Driven Design
- Competitive Analysis

TOOLS:

- **Design:** Figma, FigJam
- **Research & Testing:** Maze, Hotjar, Google Analytics, UserTesting
- **Collaboration:** Jira, Confluence, Slack, Notion
- **Other:** Protopie, Lottie Files, HTML/CSS/JS (Basic)

EDUCATION:

Google UX Design Certificate

- Coursera.org

B.Sc. in Computer Science & Engineering

- North South University, Bangladesh

Interaction Design Foundation

- Design Thinking: The Ultimate Guide
- Mobile UX Design: The Beginner Guide
- Data-Driven Design: Quantitative Research for UX
- User Research Method and Best Practices

INTEREST:

- AI, Business, Strategy, Tech, Travelling, Football

WORKING RIGHTS:

- Full, Australian Citizen