

Ohidul Islam

Senior Product Designer
Melbourne, Australia

Portfolio: www.ohidulislam.com
Email: ohidulislam025@gmail.com
Mobile: **0468468085**
Dribbble | LinkedIn

OVERVIEW:

Senior Product Designer with 6+ years of experience delivering intuitive, user-focused solutions that drive business growth. Specialising in SaaS, eCommerce, and Fintech, I lead the end-to-end design process, transforming user research into high-quality products. I build scalable design systems and apply data-driven decisions across B2B and B2C products.

WORK EXPERIENCE:

Product Designer, Nosto Solution Ltd. | Feb 2022 - Aug 2025

A leading B2B SaaS product providing personalisation and UGC solutions for eCommerce brands on web and mobile

- Led end-to-end UX design for new and improved personalisation and UGC features, aligning user and business needs and increasing engagement by 20% in two quarters
- Drove user-centred design by conducting qualitative and quantitative research, stakeholder workshops, and usability testing to uncover user needs and translate them into effective design solutions
- Built and scaled design systems across multiple teams and platforms, improving consistency, reducing redundancy, and accelerating product delivery
- Delivered high-fidelity prototypes and developer handoffs, including user flows, specs, interaction guidelines, and accessibility annotations to support smooth and inclusive implementation
- Used data to drive design decisions, regularly analysing KPIs like engagement, usage, and conversion to iterate and improve product performance

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

Adelaide-based agency specialising in mobile and web applications for the fitness, healthtech, and SaaS industries

- Designed 5+ mobile and web apps from scratch, taking ownership of the entire lifecycle from discovery workshops and research to prototyping, testing, and delivery
- Collaborated with clients, stakeholders, and users to ensure solutions met real business needs, resulting in faster approvals and reduced design iterations by ~25%
- Designed SaaS, HealthTech & Fitness products, including one platform that helped a client raise \$3M in funding and grow to 35K+ users with 92% satisfaction within three months
- Introduced structured discovery workshops, usability testing, and sprint planning, and mentored junior designers, improving team collaboration and enabling the design team to deliver outcomes 30% more efficiently

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

A home services company with a SaaS platform connecting suppliers, contractors, and renewable solutions

- Full product lifecycle ownership of the procurement platform for contractors and material suppliers, resulting in an **80%** ease-of-use rating from key users
- Reduced paper-based and manual processes by 30%, enabling the business to improve operations and efficiency
- Built a reusable component library in Figma, helping designers and developers deliver faster and with consistency

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

- Redesigned REVE Chat's platform, introducing a modern visual theme and streamlined chat flows that reduced support tickets and improved overall usability
- Led research and usability testing with enterprise users, delivering insights that drove a 20% increase in engagement and improved customer retention
- Refined enterprise features with PMs and engineers, contributing to a 25% increase in enterprise acquisitions

UI/UX Designer, Upwork Global Inc. | Feb 2015 - Jan 2019

- Consulted with 100+ startups and SMEs across 12+ industries, delivering 250+ projects including SaaS, mobile apps, websites and web applications
- Achieved Top-Rated status with 100% job success, recognised for consistent quality and client satisfaction

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's Guide
- Data-Driven Design: Quantitative Research for UX
- User Research Method and Best Practices

WORKING RIGHTS: Australian Citizen

INTEREST: Product innovation, Design strategy, Human psychology, Travelling, Photography, Football