

Profile & Aspiration

Highly skilled and experienced Senior UX Designer with six years of progressive experience in the field. Demonstrated expertise in all aspects of user-centered design, including user research, information architecture, interaction design, visual design, and usability testing. Strong team leader and collaborator with excellent communication and presentation skills.

Work History

Senior UX Designer

BET Corporation , Remote  
(January 2022 – Present)

- Redesigned the checkout flow on the e-commerce website, resulting in a 20% increase in conversion rates and a 15% increase in average order value
- Conducted usability testing to identify issues in the product search feature, resulting in a 50% decrease in bounce rates and a 20% increase in product views
- Collaborated with the development team to implement responsive design and accessibility best practices, leading to a 25% increase in user satisfaction ratings

Senior UX Designer

ITCO Company , Dhaka, Bangladesh  
(March 2021 – December 2021)

- Collaborate with cross-functional teams to design user experiences for a new mobile app, resulting in a 40% increase in user engagement and a 25% increase in app downloads
- Conduct user research to identify pain points and opportunities for improvement in the current app, leading to a 30% decrease in customer complaints
- Lead design sprints and design thinking workshops to promote a user-centered design culture within the organization

Lead UX Designer

DEF Inc , Remote  
(June 2020 – February 2021)

- Designed and conducted user research studies to inform the development of a new mobile app, resulting in a 30% increase in user engagement and a 15% increase in app downloads
- Created wireframes and prototypes to test and iterate on design solutions, resulting in a 40% decrease in user errors
- Collaborated with developers and product managers to ensure the delivery of a high-quality product on time and within budget

UX Designer

GHI Agency , Remote  
(August 2019 – May 2020)

- Conducted user research and usability testing to identify pain points and opportunities for improvement in a client's web application, leading to a 20% increase in user satisfaction ratings
- Created high-fidelity mockups and prototypes to present design solutions to clients and stakeholders, resulting in a 30% increase in client retention rates
- Worked closely with developers to ensure the implementation of design solutions that met both user and business goals

UX Designer

JKL Inc , Remote  
(November 2018 – July 2019)

- Collaborated with cross-functional teams to design user experiences for a new web application, resulting in a 25% increase in user engagement
- Conducted user research to identify pain points and opportunities for improvement in the current web application, leading to a 20% decrease in customer complaints
- Created wireframes and prototypes to test and iterate on design solutions, resulting in a 35% decrease in user errors

UI/UX Designer

MNO Agency , Remote  
(January 2018 – October 2018)

- Assisted in conducting user research and usability testing for a client's mobile app, leading to a 20% increase in user engagement
- Created wireframes and prototypes to present design solutions to clients and stakeholders, resulting in a 15% increase in client satisfaction ratings
- Assisted in the creation of design specifications and style guides for developers

Skills

Process:

- User research
- Information architecture
- Interaction design
- Visual design
- Usability testing
- Color, Typography, Layout
- Wireframing and prototyping
- Design systems and style guides
- Team leadership and collaboration
- Communication and presentation

Design Tools:

- Figma
- Adobe XD
- Adobe Creative Suite
- Adobe Creative Suite
- Invision
- Framer
- Sketch
- Balsamiq

Education

National University

Bachelor of Arts in English

References

Available upon request.