

# Md Nadim Hussain

Over 5 years of hands-on digital product design experience

View portfolio [nad.im](#)

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Based in **Tokyo, Japan**, Originally from **Bangladesh**

Proven experience in conducting in-depth research, designing innovative products, and leading design teams. Strong ability to create engaging user experiences that drive revenue growth and customer satisfaction.

## Recent Work Experiences

### Startbahn • Product Designer

Apr 2022 - Present • 1 yr • Full Time • Tokyo, Japan

Feb 2021 - Mar 2022 • 1 yr 2 mos • Contract

- Developed a comprehensive **design system** from scratch, resulting in a significant increase in productivity for 3 designers and ensuring design consistency across all products.
- Redesigned the art certificate management dashboard from scratch, resulting in a 45% increase in user satisfaction.

### Pathao • Lead Product Designer

Jan 2023 - Present • 3 mos • Contract • Dhaka, Bangladesh

Apr 2022 - Jan 2023 • 10 mos • Contract • Sr. Product Designer

Sep 2018 - Mar 2022 • 3 yr 7 mos • Full Time • Product Designer

- Leading the team of **6 designers** creating the super app platform for over 8 millions users of Bangladesh and Nepal.
- Successfully leading product design for **10 services** that results in \$200M annual GMV.
- Designed **Pathao Pay**, a mobile financial service app set to launch soon with close collaboration with engineers.
- Led the design of a **Buy Now Pay Later** service that onboarded over 45K users in 6 months, resulting in a significant increase in revenue and met the KPI.
- Conducted in-depth user research and led the redesign of the **food service**, resulting in year-on-year increase of restaurant discovery by +80% and user engagement by +65%.
- Developed and deployed an NLP-based **chatbot** that reduced customer support tickets by 60%.

### Flyhub • UX Consultant

Apr 2020 - Feb 2021 • 11 mos • Contract • Dhaka, Bangladesh

- Directed design decisions and strategies for new products, working with two designers, and successfully launched 15+ white-label travel booking sites.
- Increased productivity by 50% by implementing the agile design process, and directed UX designs for B2B and B2C travel tech solutions.

### Ticket Chai • UX Designer

Oct 2017 - Jul 2018 • 11 mos • Full Time • Dhaka, Bangladesh

- Crafted an intuitive B2C flight and travel booking web app that achieved an impressive 80% user satisfaction rate among travelers, while also designing dashboards of internal management tools.
- Made UX decisions using a design thinking approach and rapidly tested and iterated designs to improve usability.

### Swap Once • UI/UX Designer

Aug 2014 - Apr 2015 • 9 mos • Part-time • London, UK (Remote)

- Redesigned the web and mobile app for an online contact-swapping service, leading to a significant increase in conversions.
- Performed user research and competitive analysis to develop an optimal user flow.

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## Skills & Expertise

- Leadership and team management
- User interview and user surveys design
- Design system creation and management in Figma
- Competitive analysis; identify opportunities for differentiation
- Consumer journey mapping; optimizing user engagement
- User personas analysis and implementation
- User flow diagram and information architecture
- Wireframe, visual design, and prototyping
- A/B testing strategy development
- Requirement documentation creation
- Data-informed design decision making
- Design workshop facilitation

## Other Notable Works

### Wind.app - Borderless Payments ↗

2022 • Designed a self-custodial mobile wallet app for Android and iOS from scratch including the MVP and go-to-market version.

### PeoplePerHour ↗

2015 - 2017 • Successfully worked on around 50+ web and mobile app design projects as a freelance UI/UX designer.

## Education

East West University • 2013 - 2017

Bachelor of Science, Computer Science & Engineering