Md Nadim Hussain
Product Designer

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hello@nad.im

Digital product designer turning ideas into meaningful experiences.

PROCESS

Research → Product Thinking → Interaction Design → User Testing → Visual Design

SKILLS

Research: User research • Data analysis using Firebase and CleverTap • A/B testing • User journey mapping • Persona hypothesis • Usability testing • Affinity diagram

Prototype: Rapid & advance prototyping • Interactive flows using Invision and Principle

Design: Interaction & UI design using Sketch • User flows using Whimsical • Wireframe and mockup • Motion design using Principle • Design system design • Style guides & library

Collaboration: Feature strategy presentation • Facilitating design review & critique • Knowledge sharing • Cross-functional collaboration & support

EDUCATION

East West University
BSc. in Computer Science & Engineering
2013 – 2017

EXPERIENCE

Pathao | Product Designer
Sept 2018 – Present, Dhaka, Bangladesh

• Designing the platform app for the 5 miilions+ users of Bangladesh and Nepal providing logistics, transportation, food delivery, and other daily necessity solutions.
• Led the revamp of website design to portray all of the different services and increased 28% signup conversions of the service providers.
• Designed and implemented an NLP based chatbot to ensure faster information delivery to the user and reduced 60% load of the customer support team.

Haltrip | UX Consultant
Sept 2018 – Feb 2020, Dhaka, Bangladesh

• Worked with their UX and UI designers directing design decisions and strategies for the new products. Shipped 15+ white-level travel booking sites.
• Effected 40% more productivity by implementing the design process to existing agile development. Directed the UX designs of the B2B and B2C solutions of travel tech solutions.

Ticket Chai | UX Designer
Oct 2017 – Jul 2018, Dhaka, Bangladesh

• Designed an intuitive B2C flight and travel booking system with an 82% success rate of booking completion. Structured the internal management tool designs.
• Made strategic design and UX decisions using a design thinking approach and rapidly tested and iterated designs to improve usability by 48%.

Peopleperhour | Freelance UX/UI Designer
May 2013 – Sept 2017, London, UK (remote)

• Successfully worked on around 50+ web and mobile app design projects as a freelance UX designer.

Swap Once | UX Designer
Aug 2014 – Apr 2015, London, UK (remote)

• Revamped their web and mobile app for the online-based contact swapping service which generated 40% more conversions.