

Md Shamsuddin

Product Designer

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EXPERIENCE

Shifl Inc

September 2022 - Present

Head of Design (Remote)

- Managed a 5 members team towards building a supply chain platform that ensured efficient flows of resources & information among all the related parties
- Reduced 15% of the redundant email and offline communication by integrating and mapping different supply chain services and complex interactions
- Implemented a structured design workflow, a brand style guide, and a component library that brought about 20% more task completion during sprint

Pathao Limited

February 2018 - August 2022

Lead Product Designer (Dhaka, Bangladesh)

- Guided 4 designers in crafting mobile and web interfaces for on-demand service & logistic platform serving 10 million+ people across Bangladesh and Nepal
- Led the design of the Pathao Resto app resulting 12% faster food order delivery, 30% increase in revenue flow & better retention from the restaurant partners
- Redesigned the Pathao Ride consumer app for faster request flow & 40% lower user cancellation
- Revamped the Courier Merchant web app to improve user retention and decrease churn rate by 25%
- Increased cross-selling by 18% which solved the retention issue by incorporating gamification & loyalty program into the Pathao platform
- Built & documented the Pathao Design System which assisted 20% quicker & more accurate design implementation in the development

Btech Solution Ltd.

February 2017 - January 2018

UI Designer (Dhaka, Bangladesh)

- Co-ordinated in building 10+ widgets for the chatbot and created the Tablet experience for the social media app
- Facilitated the design & development of 5 pages of the product website achieving better accessibility

Upwork

March 2013 - January 2017

Freelance Designer (Remote)

- Completed 135+ projects related to UI Design, Brand Identity Design & Graphic Design with Top Rated badge & 4.7 average client rating in a scale of 5

ABOUT ME

A self-taught Product Designer with 8 years of experience who crafted solutions serving more than 10 million users across the world that brought customer delight, increased process efficiency, reduced unnecessary blockers and derived positive social impacts & business values.

EDUCATION

University of Dhaka

MBA (Finance), July 2014 - June 2015

CONTRIBUTION

- Mentored more than 50 designers for 1500+ min on [ADPList](#)
- Run a local design community to guide 450+ designers towards better skills & professionalism

SKILLS

User Research & Analysis: User Interview, Survey, Usability Testing, A/B Testing, Web/App Analytics, Persona, Empathy Map, User Journey Map, Heuristic Evaluation

Design & Prototyping: Information Architecture, User Flow, Wireframe, Rapid Prototype, Interactive Prototype, Design System, Design Documentation

Collaboration & Management: Design Strategy, Task Estimation, Sprint Plan, Facilitate Design Review & Critique Sessions, Design Quality Assurance, OKRs

Tools: Concepts App, Notion, Figjam, Whimsical, Miro, Figma, Sketch App, Principal, Framer, After Effects, Photoshop, Illustrator, Jira