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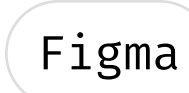
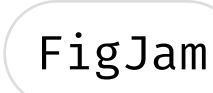


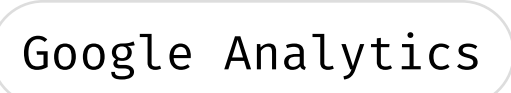
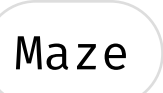






A passionate Product Designer with 10+ years of experience in UX/UI design, SaaS, and AI-driven solutions. ✦ Proficient in Figma, Sketch, and Adobe Creative Suite, with expertise in user research and data visualisation. ✦ Strong foundation in computer science and front-end/back-end technologies. ✦ Dedicated to creating exceptional user-centric experiences.

Work Experiences

 **Builder AI** / Sr. Product Designer Mar 2023 - Present (2y)

No-code AI platform for app design and development.

Data Visualisation · Data analysis · B2C · B2B · Enterprise · AI · Big data








-  Figma
-  FigJam
-  LangChain
-  Stable Diffusion
-  Google Analytics
-  Maze
-  User Berry
-  Hotajjar
-  Ustertesting
-  Mixpanel
-  Veed.io
-  After Effects

- Led design for Builder Studio, Builder Enterprise, and Builder Design System, achieving **30% improvement** in user satisfaction scores.
- Reduced cart abandonment by **14%** and improved the core platform usability. Builder Studio’s onboarding by **20%**.
- Through extensive research and testing, **integrated AI assistant** as the core USP of the platform to help better user data capture.
- Designed an led multiple AI-focused products for R&D and user research initiatives, exploring different approaches.
- Led the creation and management of **Design System**, increasing design consistency across products and brand presence.
- Mentored** and **guided** three junior and mid level designers, accelerating their integration, skills and boosting team capacity.
- Collaborated with product managers, developers, and designers, streamlining workflows and cutting project delays.

 **Monolith AI** / Sr. Product Designer Sep 2020 - Feb 2023 (2y 4m)

No-code AI platform for product engineering

Data Visualisation · Data analysis · B2B · Enterprise · AI · Big data






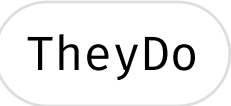
-  Figma
-  FigJam
-  Sketch
-  Dovetail
-  Hotjar
-  Maze
-  Google Analytics

- Pioneered design projects and features for major businesses such as **Apple, BMW, Honda, and Siemens**.
- Led extensive UX research to advance platform usability, accessibility, utility and learnability aspects by **42%**.
- Redesigned onboarding, boosting tutorial completion rates by **91%**.
- Led use-case initiatives that **increased user engagement** by **150%**.
- Significantly improved **platform reusability** by introducing and leading the Pipeline feature by **17%**.
- Led and maintained **Monolith design system** for a simplified workflow which reduced the development time by **70%**.

 **D&D Studio** / Product Designer Nov 2019 - Oct 2020 (11m)

Design agency that helps startups build their MVP

MVP Design · SaaS platform · B2C · B2B · App design · CRO

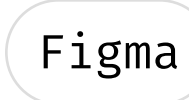





-  Figma
-  FigJam
-  Protopie
-  Wordpress
-  Analytics
-  TheyDo

- Designed multiple projects (**50+**) from e-commerce, mobile apps to SaaS platforms, ensuring user needs and satisfaction were met.
- Developed comprehensive **design systems** with components, and crafted pixel-perfect visuals for multiple vendors (**7+**).
- Optimised an e-commerce website through series of **A/B test** by **17%**.

 **Convertize** / Product Designer July 2016 - Oct 2019 (3y 3m)

SaaS platform for A/B testing and conversion rate optimisation

CRO · Data analysis · B2C · B2B · AI · Consumer Psychology · Saas

-  Figma
-  Sketch
-  Illustrator
-  Axure
-  Analytics
-  After Effects

- Led 2 SaaS platforms & designed a book** (UX, UI, testing).
- Delivered **5** CRO-focused **marketing sites**.
- Boosted product success by **27%** through **user centric design**.
- Built a dashboard which increased engagement by **29%**.
- Translated challenges into an actionable **roadmap**.

Education

 **NN Group** / 2022

UX Certification

- Focused on advance interaction design, advance research techniques, leadership skills and management topics.
- Inclusive design by considering accessibility at every stage of the UX design process.
- Evangelise UX and UI best practices within an organisation and better design workshops.

 **Interaction Design Foundation** / 2018

Professional UX Design Certification

- Completed the Design Thinking course with a 96% distinction mark.
- Key focus was on Mobile UX Design and Quality Web Communication courses.

 **British Computer Society** / 2013-2016

BSc in Information Technology

- Core focus was on Web engineering and Human-Computer Interaction.
- Learnt extensively about the User Interface, Object-Oriented Programming and Advanced Networking.

Tools

Research & Discovery

Qualitative Research / Quantitative Research

Usability tests / A/B Testing / Workshops

Methodologies

Design Thinking / Double Diamond Process

Atomic Design / Job To Be Done & ODI

Deliverables

Design Strategy / Design System / User Flows

Low/High-fi Wireframes / Advance Prototypes

Language

English (Fluent) / Bengali (Native Language)

Reference

Available upon request