

Nazia Hasan

UX Design | Product Development

[linkedin.com/in/naziahasan](https://www.linkedin.com/in/naziahasan)

+358405775010

nhasan1987@gmail.com

Lohja, Uusimaa, Finland

Portfolio: Nazia Hasan

Skills

User Experience Design

- Creating **insights** on potential **target audience** by applying research techniques, e.g. **interviews, participatory design, card sorting, contextual inquiry, survey**, etc. as fit for specific projects.
- Creating **personas, journey maps, key scenarios**, and **pain points** to define problem statements.
- Ideating initial designs that focus on **key features, user flows**, etc., and transforming them into **low fidelity prototypes**.
- Evaluating design concepts with key stakeholders, including organization and target audience representatives.
- Transforming verified and validated concepts into **user interfaces** as **mid-fidelity prototypes** and associated **wireframes**.
- Collaborating with technical teams and quality assurance during the actual development phases of the product
- Conducting **usability evaluation** of the iteratively implemented product using **heuristic evaluations**, and **user testing** during the beta release
- Creating necessary **onboarding guides** detailing end-to-end key user flows.
- Assisting the support and development teams during the in-use and post-use phases of the service.
- Collaborating with development team by creating **UI libraries, interaction models, accessibility guidelines**, etc.
- Reaching out to customers and end-users to gain feedback and improvement suggestions from their usage of intended product / service.

Product Development Ownership

- **Product roadmap planning** based on business priorities
- **Technical development execution** based on organization adopted methodology (e.g. **SAFe Agile, Lean UX**)
- **Feature creation** with business requirements, acceptance criteria, and benefit hypothesis
- **Business requirements conveyance** and **explanation** to technical and development team
- **User story writing** with “user-voice”, functional details, and acceptance criteria
- Development practicalities and current solution offerings awareness creation towards business stakeholders
- Facilitating long term **product increment** and **sprint/iteration planning** with the technical team
- **Identification of possible tasks requiring unit tests** with the responsible development team
- **Product backlogs & feature pipelines maintenance** to ensure Epic fulfillment for a solution development initiative.
- Collaboration with testing team to **determine necessary test executions**
- **Facilitation of actual development work** and **progress monitoring** with different **ceremonies (mid-iteration update, demo, retrospective, etc.)** and setting up **KPIs** in available medium (e.g. *development dashboard*).
- Securing timely & process-wise **product deployment** and **release** in collaboration with technical stakeholders
- **Business requirements** and **user onboarding documentation** for current and upcoming products
- Participation in product management ceremonies to learn shifts in business goals and focused on industry
- API Design specs Reviewing

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Development	Others	Tools	
HTML	Developer marketing	Figma	Microsoft DevOps
CSS	Tech blogging	Sketch	Azure APIM
Low/No coding	Developer guides	Miro	Git
OAS3	SAFe 4.0 frameworks	Adobe Illustrator	Jira
React gatsby	Finnish B1-B2	Adobe Photoshop	Stoplight

Experiences

Head of UX

Platform of Trust Tampere, Finland Jul 2019 - Nov 2022

Starting as a **DX Developer**, towards being a **Product Manager**, the **Design Lead** in concepts & APIs, and now obtaining my current role, my focus is on flow-state, end-to-end user experience on services, catered for the data servitization and monetization fields that target the build environment industry in Finland. Time to time, I have managed product development works of [API Engine](#), [Developer Portal](#), and [Data Marketplace](#). I have also been responsible for ensuring great **Developer eXperience** for internal and 3rd party developers.

UI / UX Designer

Sampo Software Oy Tampere, Finland Jun 2016 - Jan 2019

I worked on projects that were diverse from one another in terms of target audiences and key-problem area solutions (API management system, real-time monitoring of biomass equipment, and secured bike storage.) My work spanned from doing **user research**, **wireframing**, to creating **low/mid fidelity prototypes**, **interaction model**, **usability evaluation**, and **user onboarding materials**.

Sr. Software Quality Assurance Engineer

Ohon Tech Ltd. Dhaka, Bangladesh May 2014 - Aug 2014

I took the responsibilities of managing an offshore software quality assurance (SQA) team of a USA based software firm.

SW Business Development Executive

TigerIT Ltd. Dhaka, Bangladesh Oct 2013 - Apr 2014

I worked in the **tender procurement** for government and international ICT projects. I also composed **technical documentation** of company products.

Software Quality Assurance Engineer

SoftwarePeople Ltd. Dhaka, Bangladesh Aug 2011 - July 2013

I worked to **analyze requirements**, prepare and manage **test cases**, execute **manual & automated testing**, **track bugs**, etc.

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Education

Tampere University of Technology

Tampere, Finland | 2014 - 2018

Master's in Technology, User Experience

University of Dhaka

Dhaka, Bangladesh | 2005 - 2010

Bachelor of Science, Computer Science & Engineering

Other Experiences

Keynote Speaking

1. API Days Helsinki & North 2022 - "Low/No Code Driven Development - winning sales pitch with "WOW EFFECT"
2. APIOps Helsinki Meetup, November 2020 - "API Documentation & Developer Guide"

References

(provided on request)

Certifications

Scaled Agile Framework Certification

1. SAFe 5.0 Product Owner / Product Manager
2. SAFe 4.0 Agilist

Udemy

1. The Complete 'No Code' Developer Course
2. REST API Design, Development & Management

Interaction Design Foundation (IxDF)

1. UI Design Patterns for Successful Software
2. Conducting Usability Testing

Osaango Academy

1. Introduction to Data Economy
2. Marketing for Developers
3. Essential APIs
4. Fix Your API Design and Documentation

Yleiset Kielitutkinnot

1. Yleisten kielitutkintojen suomen kielen keskitason tutkinto.

Code School

1. The Elements of Web Design