

# Nazia Hasan

UX Design | Product Development

Lohja, Uusimaa, Finland

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## 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

HTML  
CSS  
Low/No coding  
OAS3  
React gatsby

## Others

Developer marketing  
Tech blogging  
Developer guides  
SAFe 4.0 frameworks  
Finnish B1-B2

## Tools

Figma  
Sketch  
Miro  
Adobe Illustrator  
Adobe Photoshop

Microsoft DevOps  
Azure APIM  
Git  
Jira  
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 my last 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