Nazia Hasan

Product Development | UX Design

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Lohja, Uusimaa, Finland

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Skills

Product 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 dashboar*d)**.**
- 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
- Ensuring necessary **onboarding** and **technical support** for customers
- **API Design specs Reviewing**

User Experience Design

- Creating **insights** on potential **target audienc**e 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**.
- **Creating** necessary **sitemaps** or **diagrams** of digital spaces.
- **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**.
- Conducting **usability evaluation** of the iteratively implemented product using **heuristic evaluations,** and **user testing** during the beta release
- **Creating** pixel perfect **UIs** of **apps** and **end-products**.
- 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.

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Product Development | UX Design

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 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 t**echnical 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, **Major**: User Experience

Thesis: Concept Development and User Experience Measurement of Dipor Dashboard for Monitoring Status for Digital Service Development Process.

University of Dhaka

Dhaka, Bangladesh | 2005 - 2010

Bachelor of Science, **Major**: Computer Science & Engineering

Other Experiences

Keynote Speaking

- API Days Helsinki & North 2022 - *"Low/No Code Driven Development - winning sales pitch with "WOW EFFECT"*
- APIOps Helsinki Meetup, November 2020 - *"API Documentation & Developer Guide"*
- *Data Economy Female Success Stories* - Coffee sessions with DataProduct Business.

References

(provided on request)

Certifications

Scaled Agile Framework Certification

- SAFe 5.0 Product Owner / Product Manager
- SAFe 4.0 Agilist

Udemy

- The Complete 'No Code' Developer Course
- REST API Design, Development & Management
- Information Architecture (IA) Fundamentals.

Interaction Design Foundation (IxDF)

- UI Design Patterns for Successful Software
- Conducting Usability Testing

Osaango Academy

- Introduction to Data Economy
- Marketing for Developers
- Essential APIs
- Fix Your API Design and Documentation

Yleiset Kielitutkinnot

- Yleisten kielitutkintojen suomen kielen keskitason tutkinto.

Code School

- The Elements of Web Design