FARHAD ALI

UX Researcher & Product Designer

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SUMMARY

A Passionate UX Researcher & Product Designer with 2+ years' experience delivering accessible, human-centered designs that enhance usability.

EDUCATION

Diploma in User Experience Design

Userhub | *May 2025*

Bachelor of Social Science

National University | *2018-2023*

CERTIFICATIONS

UI-UX Guided Program

Ostad Ltd. | *Jan 2022*

Foundations of User Experience Design

Coursera | *Jan 2023*

SKILLS

- UX Research and Usability Testing
- Information Architecture
- Accessibility and Inclusive Design
- Wireframing and Prototyping (Figma)
- Heuristic Evaluation and UX Audits

INTERESTS

- Problem Solving
- Mentoring Designers
- Freelancing
- Adventure Bike Trips

EXPERIENCE

Lead Product Designer

Senifone | Remote, Netherlands   *May 2024 - Present*

- Designed user-centered web experiences, boosting engagement by 90%.
- Aligned product goals with user needs through continuous research and usability testing.
- Created intuitive, high-clarity flows that improved task completion rates.

UX & Visual Designer

Better Body Work | Remote, USA   *Sep 2024 - Jul 2025*

- Led UX strategy and facilitated cross-department collaboration to enhance platform usability.
- Introduced innovative design solutions that increased platform growth and retention.

Senior Digital Designer

App Holdings | Remote, USA   *Feb 2021 - Jul 2023*

- Improved UX and redesigned 20+ mobile apps.
- Delivered redesigns, usability fixes, and in-app visuals that improved retention and App Store performance.
- Created targeted digital assets, increasing visibility and downloads.

Head of Growth

Fevive Digital | Insite, Bangladesh   *Aug 2023 - May 2025*

- Directed growth strategy and optimized client funnels for measurable performance gains.
- Improved campaign results through UX-driven messaging alignment and data insights.

PAST EXPERIENCE

UI Designer | Trusti, Remote, Bulgaria   *Nov 2023 - Jan 2024*

Visual Designer | Way2K, Remote, USA   *May 2022 - Sep 2022*