Emran Hossain

Senior Product Designer • Front-end engineer • B2B & SaaS expert

With over 9+ years of experience crafting compelling and customer-centric solutions for B2B & SaaS startups and corporations. Adept in leading cross-functional teams and fostering collaborative environments to deliver market-leading products. As a mentor and Agile believer, I bring a blend of technical prowess, creative vision, and leadership acumen to drive product innovation and achieve business goals. I am seeking a challenging position in a top tech company to further harness and contribute my design expertise.

emrn.hossn@gmail.com   **designwithemran.com** (Portfolio)   **Emran Hossain** (LinkedIn)

AREAS OF EXPERTISE

Design
User Experience Design • Design Thinking • WCAG 2.0 Designs • Motion design • Interaction Design • Design Systems • Component libraries • System Design

Prototyping
Figma • Origami • Protopie • Sketch • Typescript • JavaScript Frameworks (ReactNative, PrimeNG, Tailwind, Angular) & APIs • SwiftUI animations • Custom animations • StoryBook

Research
Data analysis • Stress tests • Persona hypothesis • A/B Testing & Experimentations • Moderated Testing • Case studies • Cognitive walkthroughs • Ethnographic Research • Clickstream Analysis & more

Team Collaboration
Organizing workshops • Critical thinking • Self Starter • Detail oriented • Flexible • Communicative • Conflict resolution • Stakeholder alignment

Software Proficiency
Figma • Adobe Creative Suites • Miro • Sketch • Zeplin • Framer • Webflow • Balsamiq • Blender • Principle • Origami Studio • After Effects • DaVinci & more

CAREER HIGHLIGHT

- **Lead designer in Multiple successful launches :** Helped launch 15+ products, including 3 with over a million users and others scaling to 6-figure user bases in their first year.
- **Leading Front-end Dev & Design teams:** Leading large scale teams and managing seamless design to development transition with latest technologies.
- **Recognized for excellence in collaborative team environments :** Awarded for increasing average ship to market time by 80% through my workshops and loud thinking.
- **Mentored over 2000 Jr Designers :** An active volunteer Design Mentor on ADPlist, Actively mentoring locally.

WORK EXPERIENCE

1. JoContractor - Lead Product Designer - *JAN 2024 - PRESENT (CONTRACT POSITION)*

- Led the market research on product market fit,
- Interviewed over 400 contractors and sub-contractors to create a database on critical user stories.
- Introduced early-stage stress testing of the designed user flows, improving user experience and achieving a 95% objective completion rate in Q1, up from 85% in the previous quarter.

2. The Total Office (DUBAI) - Lead Product Designer/Front-end Dev - *MAY 2023 - DEC 2023 (CONTRACT POSITION)*

- Launched an unique WCAG compliant web app "The Office Outlet" exclusively for Dubai demographic utilizing 3D technology and AI automation.
- Streamlined the customer onboarding process, resulting in a 24% reduction in Cost of Customer Acquisition (CAC) and a 37% improvement in Time to Value in Q3.
- Reduced the churn rate of the web store by 30% by simply understanding the user needs according to recent market shift.
- Introduced ARIA attributes and customizable keyboard navigation resulting in 98% user satisfaction from individuals with more diverse abilities.

3. MarketTime LLC (USA) - Lead UX/UI Designer - *MAY 2022 - APR 2023 (CONTRACT POSITION)*

- Automated repetitive tasks on our application ecosystem, leading to a 10% reduction in operational costs.
- Boosted customer conversion rate from 20% to 88% and reduced drop off rate by 32% and Significantly reduced load time by 34%.
- Implemented a design system, saving 60% on system upgrades, 50% increase in design delivery and simplifying developer project transitions.
- Achieved WCAG compliance for the whole system in 6-months. Collaboratively built a brand new payment processing feature named "mtPay" which had 95% user adoption rate.
- Led the moderated user interviews at all stages, measuring and achieving OKRs, facilitating cross-functional team bonding exercises, and conducting personalized design workshops. Significant improvements were made each quarter.

4. XpeedStudio (BD) - Lead Product Designer/Front end Dev - *JAN 2022 - MAY 2022 (CONTRACT POSITION)*

- Researched, designed, developed, and launched a successful AI content generator with a team of 6, attracting 100K+ unique users in Q1.
- Secured $200K funding, Directing design roadmap ensuring scalability, Introduced brand new monetization strategy.

5. Insidemaps (USA) - Product Designer, Sr Product Designer - *MAR 2020 - JAN 2022*

6. Genex Infosys (BD) - UI/UX Designer-Developer, Sr. UI/UX Designer-Developer - *MAY 2017 - MAR 2020*