

Resume of

# Mahedi Salim | Product Person

## AREAS OF EXPERTISE

Product & Design Thinking

Wireframing

Prototyping

Mobile App Design

Web Application Design

Scaffolding (HTML, CSS, SCSS)

User Research

Usability Testing

Graphic Communication

## TOOLS, TECH & PROCESS

Sketch

Figma

InVisionApp

Zeplin

Adobe Creative Suite

Adobe XD

Principle

VS Code

GIT

GV Design Sprints

Scrum

## Heartiest Grace

A little gratitude to show respect  
to the design community:

[www.littledesignthinking.com](http://www.littledesignthinking.com)

## SUMMARY

After spending an era doing UX/UI, data visualization, and digital design—my main focus is now behavioral strategy, where I help companies convert and retain more users by analyzing the psychology of a product or experience—not the ‘look’ of it. My regular job is to think about what features the app will have, what will it make stand out from competitors, what are the most critical features that need to be done, what other features can be added in the future, how will they work, how would it connect to other company products.

Having some engineering knowledge I can do scaffolding (HTML/CSS) also. New technologies get me excited and I love jumping right in and getting things done.

## WORK EXPERIENCE

**SureCash | Product Designer** (*May 2019 to till yet.*)

- Lead the design team, design advisor for product development, helping product managers and other stakeholders;
- Lead the design of the SureCash v2 from the product strategy to the launch;
- Leading the design of the NoboPay Consumer App from the research to implementation stages;
- Helping to build the design system and mentoring other designers;
- Working in the cross-functional product team.

**iPAY SYSTEMS LTD. | Product Designer** (*October 2016 to April 2019*)

- Lead the design team and established a more consistent user experience both online and offline by redesigning the brands and adding a humanized concept, and introducing the users to the brand—therefore creating a more user-friendly culture within the company;
- Designed and developed user-centered mobile app with strong and intuitive navigation—maximizing user engagement;
- Injected the concept of a minimum viable product (MVP), delivering products with just enough features to satisfy early customers and get feedback from real users;
- Redesigned the branding of the company and the best practices when working with the brand;
- Contributed to the completion of the marketing team's goals.

## QUOTE I BELIEVE

You can not understand good design if you do not understand people.

- Dieter Rams

The skill of drawing is like wine, it only improves with time. Make sure to invest a little time whenever you can and you'll see your design potential grow.

- Von Glitschka

## WORK EXPERIENCE

### **CEFALO | Product Designer** *(May 2015 to September 2016)*

- Established MVP and Lean UX methodologies to the company by quickly delivering content in small batches while creating shared knowledge among team members;
- Develop new design components that will improve our users' ability to find the right accommodation for their needs;
- Researched, strategized and launched UX improvements that catapulted users reviews and feedback;
- Produced style guides and interaction specification sheets for developers.

### **NEWSCRED INC. | Product Designer** *(October 2011 to April 2015)*

- Designed the main web app, worked closely with the product owner, data analyst and the development team to choose priorities and design paths;
- Conducted stakeholder and user interviews, and usability testings gathering requirements and rapidly improving the overall experience of the users with the app;
- Researched similar products and developing ideas, injected Lean UX into Agile development, improving the overall collaboration;
- Focused on strategic and visionary design, keeping up to date with current market trends and technology, create wireframes and high fidelity mockups.

### **FAZTRACK LLC. | Web Designer** *(December 2008 to September 2011)*

- Pioneered the concept of Design Thinking;
- Introduced UX design as the first stage of all the websites designed, instituting a user-centered design approach;
- Created and developed all websites launched, making use of competitors research, sitemaps, process flows, sketches, wireframes and high-fidelity prototypes;
- Took charge of front-end development using tools including HTML, CSS, Bootstrap.

## CONTACT INFO

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