

# MAHEDI SALIM

PRODUCT + UX DESIGNER

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

mahedisalim@gmail.com

+880 1676-524-172

## EXPERTISE AREA

- Product
- Design Thinking
- Planning & Road Mapping
- Customer Research
- Solution Flow define
- Wireframing
- UX & UI Design
- Prototyping
- Scaffolding (HTML/CSS)

## TOOLS AND PROCESS

- Figma
- Sketch
- 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)

Product is a solution that must have financial value with vision and business goals and the Designer is that person who discovers and defines the best possible solution which is aligned with user needs, vision, and business goals.

## WORK EXPERIENCE

### BRAC IT SERVICES

[Lead Designer](#)

May 2021 to till yet

Lead the design team, advisor for product and project, helping project managers and other stakeholders; Building the principles, practices that guide and power all products and Projects; Interviewed potential candidates for the design team; Actively involved in onboarding, running design sprints and workshops; Working with PMs, engineers and other teams to oversee user experience.

### PROGOTI SYSTEMS LTD.

[Product Designer](#)

May 2019 to Apr 2021

Design coordinator and contributor of TallyKhata which has +3.5 million users; Analyzed customer care call log data and conducted stakeholder interviews to identify main pain points and motivations for both users calling into customer care and customer care representatives; 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;

### IPAY SYSTEMS LTD.

[Product Designer](#)

Oct 2016 to Apr 2019

Design lead and contributor of iPay customer app which has +2 million users; Responsible for performing market research and engaging in the ideation phase for Fast-Fix project; Redesigned the branding of the company and the best practices when working with the brand; Designed lightweight icons and illustrations in UI kit.

### CEFALO

[Product Designer](#)

May 2015 to Sep 2016

Collaborated with the engineers and the project manager to complete design for clients; Worked on assessing and analyzing user requirements, user interface concepts development, workflow analysis, wireframing, user-testing for complex systems and products; Collaborated with multiple projects and cross-functional teams; Produced style guides & interaction specification sheets for developers.

### NEWSCRED INC.

[Product Designer](#)

Oct 2011 to Apr 2015

Design and Front-End implementation of NewsCred's first flagship Marketing Platform product; UX on NewsCred's Marketing Platform's text editor and turned a text editor into a smart writing and collaborating platform; Collaborate with PMs, engineers and other teams to oversee user experience.

### FAZTRACK LLC.

[Web Designer](#)

Dec 2008 to Sep 2011

Worked closely with the company's CEO on overall strategy: design and execution; Designed different themes for different e-commerce products; Introduced UX design as the first stage of all the websites designed; Took charge of front-end development using tools including HTML, CSS, Bootstrap.