

Resume of

Mahedi Salim | Product Designer

AREAS OF EXPERTISE

Prototyping

Wireframing

Mobile App Design

Web Application Design

Scaffolding (HTML, CSS, SCSS)

Branding & Brand Identity

Brand Strategy

Graphic Communication

Photography

SUMMARY

Since I started working as a designer in August 2007. I love to solve problem through design and making great ideas happen. 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. Though I am passionate about my profession, I do UX, UI or visual design as well as other design things.

Having some engineering knowledge I can do scaffolding (HTML/CSS) also. I enjoy spending a lot of time creating original designs and exploring new programming techniques. New technologies get me excited and I love jumping right in and getting things done.

TOOLS, TECH & PROCESS

Sketch

InVisionApp

Zeplin

Adobe Creative Suite

Adobe XD

Principle

VS Code

GIT

GV Design Sprints

Scrum

WORK EXPERIENCE

iPAY SYSTEMS LTD. | Product Designer (October 2016 to till yet.)

- Designed and developed user-centered websites with strong and intuitive navigation—maximizing user engagement;
- Redesigned the branding of the company and the best practices when working with the brand;
- 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;
- Led 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;
- Contributed to the completion of the marketing team's goals.

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.

PORTFOLIO

You can find some of my work here, hope you will enjoy.

itsmeshawon.github.io/portfolio/

QUOTE I BELIEVE

The secret to creativity is knowing how to hide your sources.

- Albert Einstein

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

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.

PERSONAL INFO

Father's Name: Salim Ahmed

Mother's Name: Dilruba Yasmin

Date of Birth: 24th October 1985

Nationality: Bangladeshi (by Birth)

Religion: Muslim

Sex: Male

Marital Status: Married

Blood Group: O+

CONTACT INFO

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