

# Portfolio of Muhammad Nazimuddaula

A multidisciplinary Graphic Designer,  
specializing in Product Design with  
more than 10 years of professional  
work experience.

Currently, working at **Chaldal** as the  
Head of Product since January 2021.

Product Designer

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# About this Portfolio

In this portfolio, I'm going to describe some of my recent projects. I've also included links to a few experimental projects at the end of this portfolio.

In the early days of my career, everything I designed was only for printing. A big portion of my career I've spent designing web interfaces and for the last couple of years, I've been designing products with a mobile-first approach.

All through my career I really enjoyed the transformations of the user behaviors and business requirements that drove me to take challenges of learning new things.



## Notice

To comply with my non-disclosure agreements, I have omitted and obfuscated confidential information from all the case studies of this portfolio. All information in this portfolio is my own and does not necessarily reflect the views of the organizations I've worked for.

There are some project documents linked with the case studies which are copied, revised, and altered to hide if there are any trade secrets.



G&R was featured on the Wall of Startups at Google I/O 2014 — with Nash Islam and Muhammad Nazimuddaula



Chaldal year in review

# 2020, a year of challenges and achievements!

## Chaldal Year in Review

Jan 2021

### About Chaldal

Chaldal is the largest grocery delivery service platform in Bangladesh. Using a network of micro warehouses, they deliver daily foods and other household items to customers' doorstep in 1 hour. Starting from 2013, Chaldal is growing every year. However, 2020 was a significant year for growth as they served their customers restlessly during the pandemic.

### Project Overview

The Year in Review website showcases Chaldal's significant achievements of 2020 which includes some key insights, team events, expansion stories, and pandemic response initiatives.



**700,000+**  
Families Served

We served the communities of Dhaka, Narayanganj and Cox's Bazar.



**9 New Warehouses in 2020**

Right now 18 warehouses are in action in 2 different cities.



**3,000,000+ KMs**  
Distance Covered

Equivalent to 4 trips to the Moon and back.



**1700+**  
Team Members

In 2020 we were the largest recruiter for Hi-Tech Park, Jessore.



**15,000,000+**  
Eggs Delivered



**12,000,000+ KGs**  
Rice Delivered



**1,200,000+ KGs**  
Lentil Delivered



**1,100,000+ KGs**  
Onions Delivered

[View the Live Website](#)

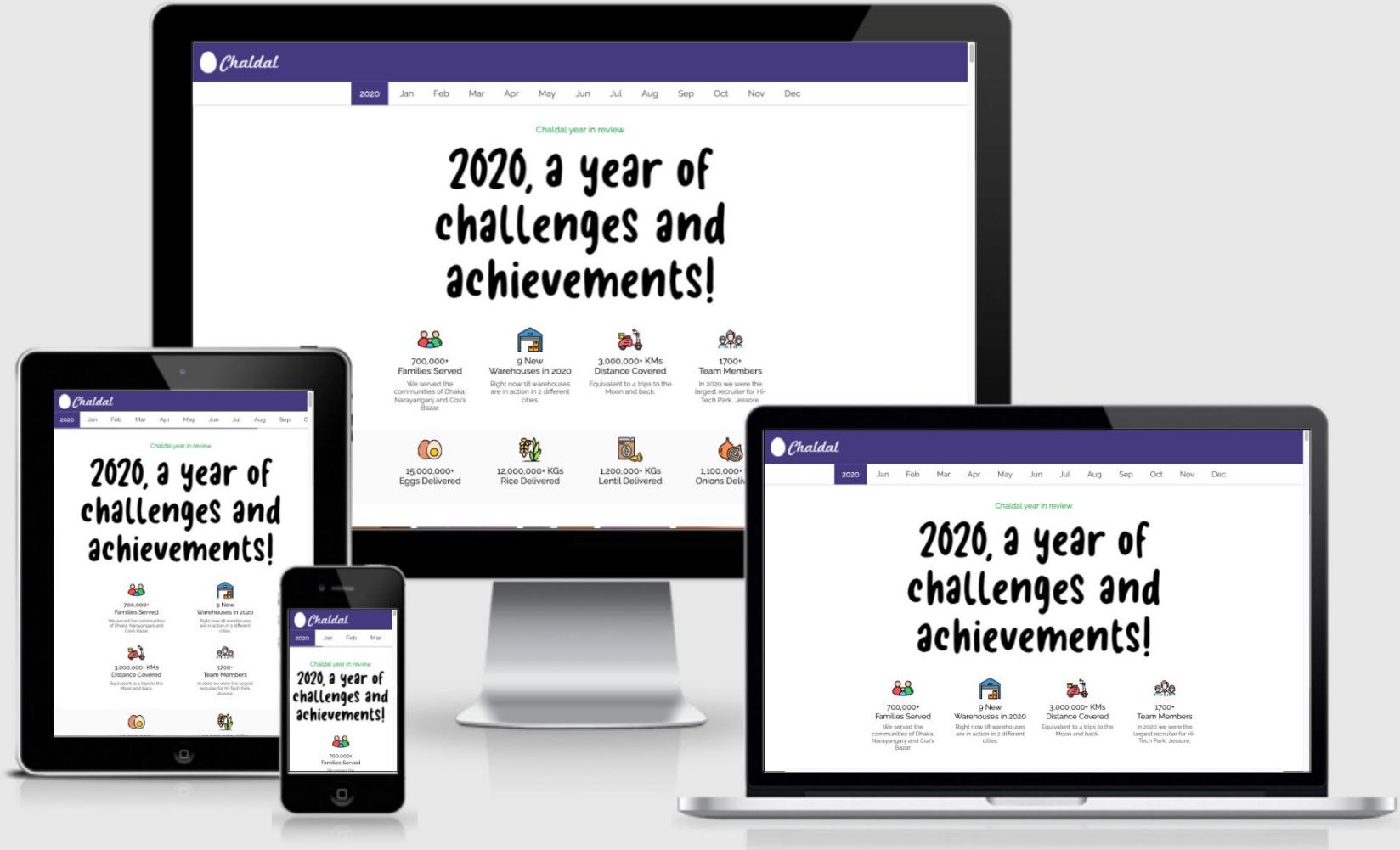

## My Role

This is the first kind of product initiative for Chaldal that I proposed before joining there.

I have planned and wrote the content, organized all the resources, designed the website, and project manage the development process.

[View Project Files \(XD\)](#)

[Content Plan \(Google Doc\)](#)



## The Launching and Impact

Chaldal published the Year in Review website in mid-February 2021, a bit delayed than the initial launching plan. It was shared with the internal team (it's 2,000+ people), investors, partners, and lastly with the public.

This was the first display of Chaldal's many internal processes that were unknown to people. Some people commented that they can view a 100 year-long journey of Chaldal.

The daily number of orders grew organically, partnership for sourcing became easier. More people than ever are showing interest to work at Chaldal.

CLOSE

Select Division

বিভাগ অনুযায়ী আলাদা  
Sort by Division

এলাকার নাম লিখুন  
Type area name

SAMSUNG

Galaxy S20+ | S20 Ultra

Pre-order Now

Get Galaxy Buds+ free or BDT 10,000 cashback\*



\*T&C apply.

Like You and 1.1K others like this.

SUN RISE

SUN SET

00:07

06:07

12:07

+20 °C

+23 °C



বাহরের  
দেয়ালের  
**সুপ্রিম**  
সমাধান



ADVERTISE WITH US



# G&R Ad Network

2009 - 2019

## About G&R

Green and Red Technologies Limited, mostly known with the acronym G&R is Bangladesh's first and largest ad technology platform connecting over 6,000 websites and apps with local and international advertisers.

## My Role

I've worked at G&R for 10 long years, from inception to merger - serving different roles. Starting from the logo, I've contributed to designing almost all the product interactions and communication tools.

When I co-founded the company back in 2009, I was their Art Director and I was the CEO when I left the company in June 2019.

## The Starting Point

All it started on a bright day of 2009 when I was a graduate student and doing some part-time jobs.



The first thing I did for G&R, drew 3 small squares - like the starting points, loading sign or showing something's continuity. We wanted to utilize the internet as a tool to solve problems we face everyday here in Bangladesh.



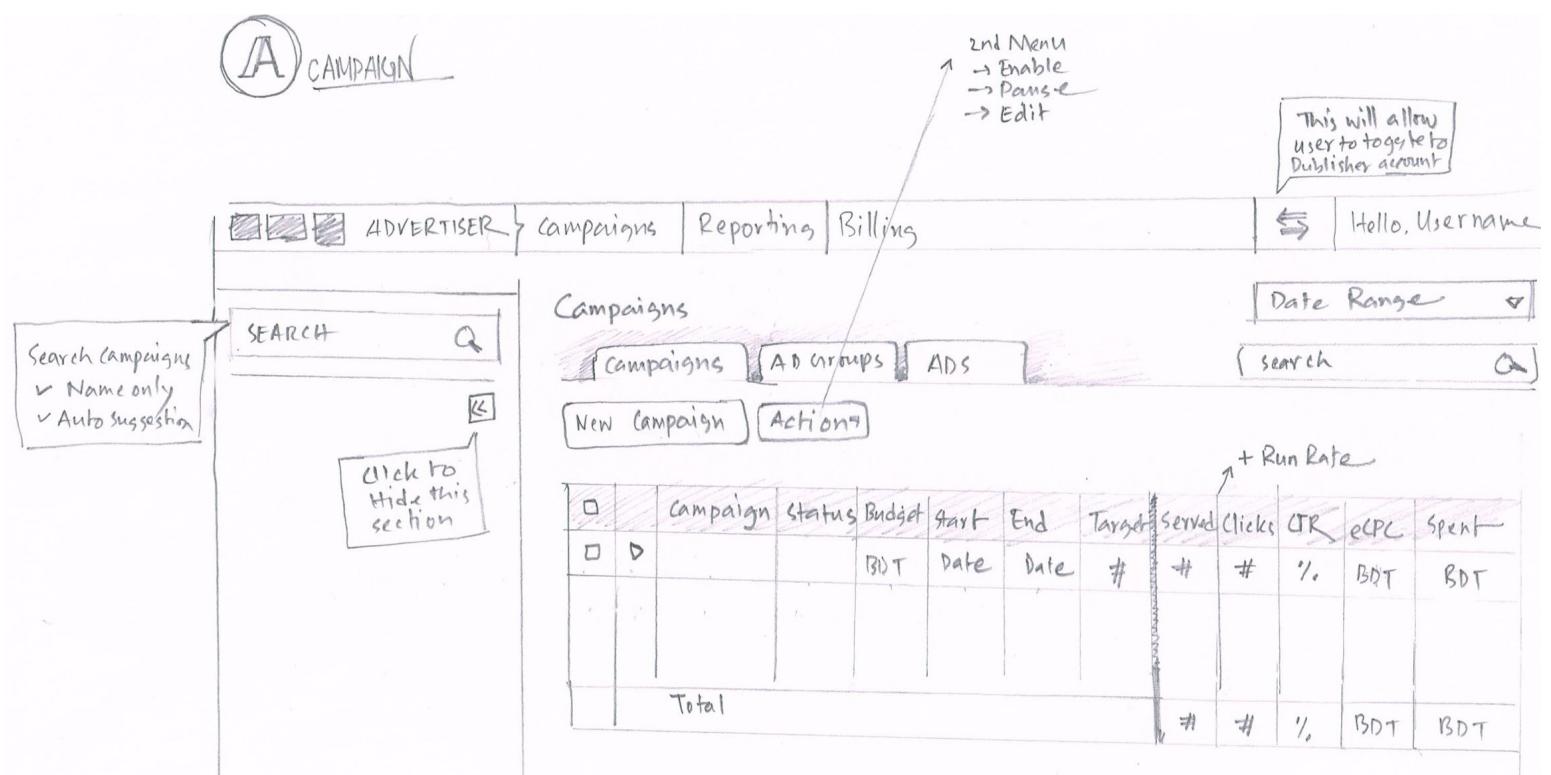
The G&R logo and icon, simple and easy as you can see; represents the colors of Bangladesh, as does the name Green and Red.

G&R Brand Guideline



Read the Story on Medium





## Understanding Ad Technology

When we started, ad technology was a very new thing for Bangladesh. We've learned it and at the same time developed a brand new market for Bangladesh.

In this process G&R brought some very basic online advertising terms to the Bangladeshi market for the first time. These include acronyms such as CPM (Cost Per Mille), CPC (Cost Per Click), CTR (Click Through Rate), etc.

Instead of selling or buying fixed ad positions, which was the only definition for online advertisement at that time, we started talking about the real value of an ad.

G&R Product Road Map

File Edit View Insert Format Data Tools Add-ons Help Last edit was on July 7, 2019

Share

Priority

	A	B	C	D	E	F	G
1	Priority	Feature	Product	Topic	Status	Date Updated	Notes
2	1	<a href="#">1 Click Campaign Create</a>	Ad Network	Account Management	1. Requirements Planning	January 20, 2016	
3	1	Text Ads	Ad Network	Contextual	1. Requirements Planning	January 12, 2016	
4	1	<a href="#">Coupon Discount</a>	Ad Network	Advertiser/Publisher Registration	1. Requirements Planning	January 12, 2016	
5	2	Ad SDK for Windows Phone	Ad Network		1. Requirements Planning		
6	1	Mobile Device Database - WURFL	Ad Network	Mobile Detection	6. Final Release	January 12, 2016	PRD Pending
7	2	<a href="#">Reporting Android App - G&amp;R Now</a>	Ad Network	Mobile	2. Design		An Intern project
8	2	Reporting API Phase 2	Ad Network	Ad Exchange	1. Requirements Planning	January 12, 2016	Reporting API upgrade is support G&R Now android working with VAST tags
9	3	Post-Roll & Mid-Roll Video Ads	Ad Network	Video Ads	1. Requirements Planning		<a href="http://www.green-red.com">http://www.green-red.com</a>
10	3	<a href="#">Integrated Ad Manager to Manage Direct</a>	Ad Network	Ad Manager	3. Development	April 1, 2015	potential redesign, stuck i development and not moving because of resource cons
11	3	<a href="#">Publisher Selection &amp; Planning Tool for Ad</a>	Ad Network	Campaign Settings	1. Requirements Planning		<a href="#">Category Targeting</a>
12	4	<a href="#">Advanced Reporting - Query Builder</a>	Ad Network	Reporting	1. Requirements Planning		moved to backlog, need update PRD and planning
13	4	Rich Media Gallery	Ad Network	Creatives	2. Design		
14	4	Banner Overlays for Videos	Ad Network	Video			
15	5	G&R User Analytics	Ad Network	Internal Managers	1. Requirements Planning		data on how users are assigned into G&R dashboard
16	5	<a href="#">Only affiliate ads in Blogspot sites</a>	Ad Network		1. Requirements Planning		
17	5	Analytics API Integration & reporting in G&R Dashboard	Ad Network		1. Requirements Planning		
	6	Common Email Issue - Disapproved	Ad Network	Internal Manager	1. Requirements Planning		discuss with

+ Backlog Active QA Shipped Status Explore

## Design is Planning

From early days of G&R, we developed a design process that allowed us to ship new features faster.

We started spending time with our Product Roadmap and realized that visualization is just a tiny part of design.

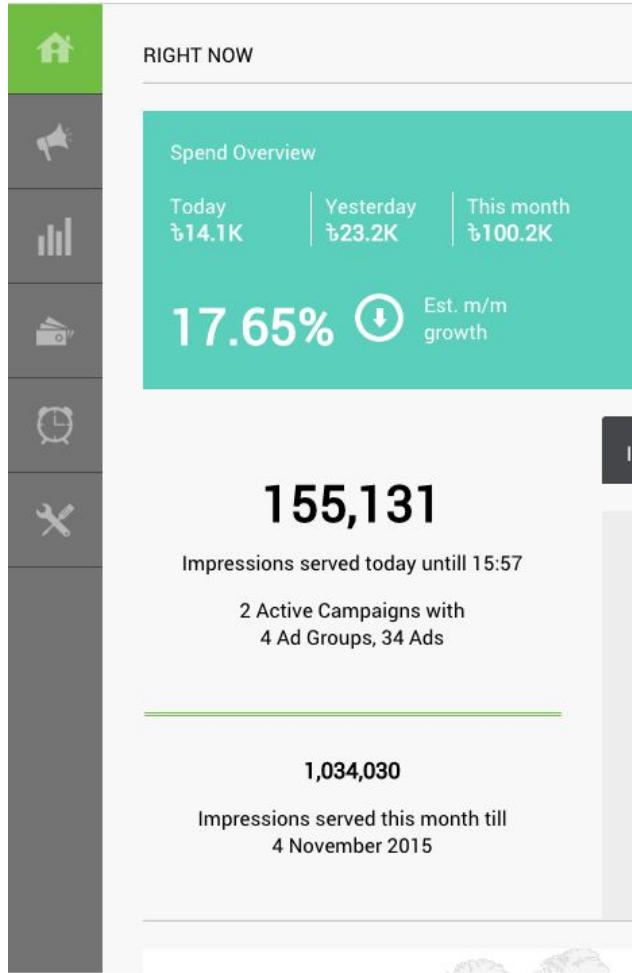
## Simple and Functional

With a design-first approach, we always tried to communicate the solutions with visual representations. We built a process to prepare complex sketches and translate them to simple interfaces. Advertising is tricky but we made it simple for our users.

## G&R 3.0

In 10 years, we went through 3 major redesigns. We named the last one as G&R 3.0 which was the most successful one. I've designed around 200 PSD templates for different dashboards used by internal managers, partners and users.

[View Project Files \(PSD\)](#)
[Announcing G&R 3.0 \(Video\)](#)



**RIGHT NOW**

**Spend Overview**

Today	Yesterday	This month
৳14.1K	৳23.2K	৳100.2K

**17.65% ↓** Est. m/m growth

**Impression**

Today	Yesterday	This month
155.1K	274.7K	1.0M

**21.32% ↓** Est. m/m growth

**CTR**

Today	Yesterday	This month
0.62%	0.52%	0.62%

**0.03% ↑** Est. m/m growth

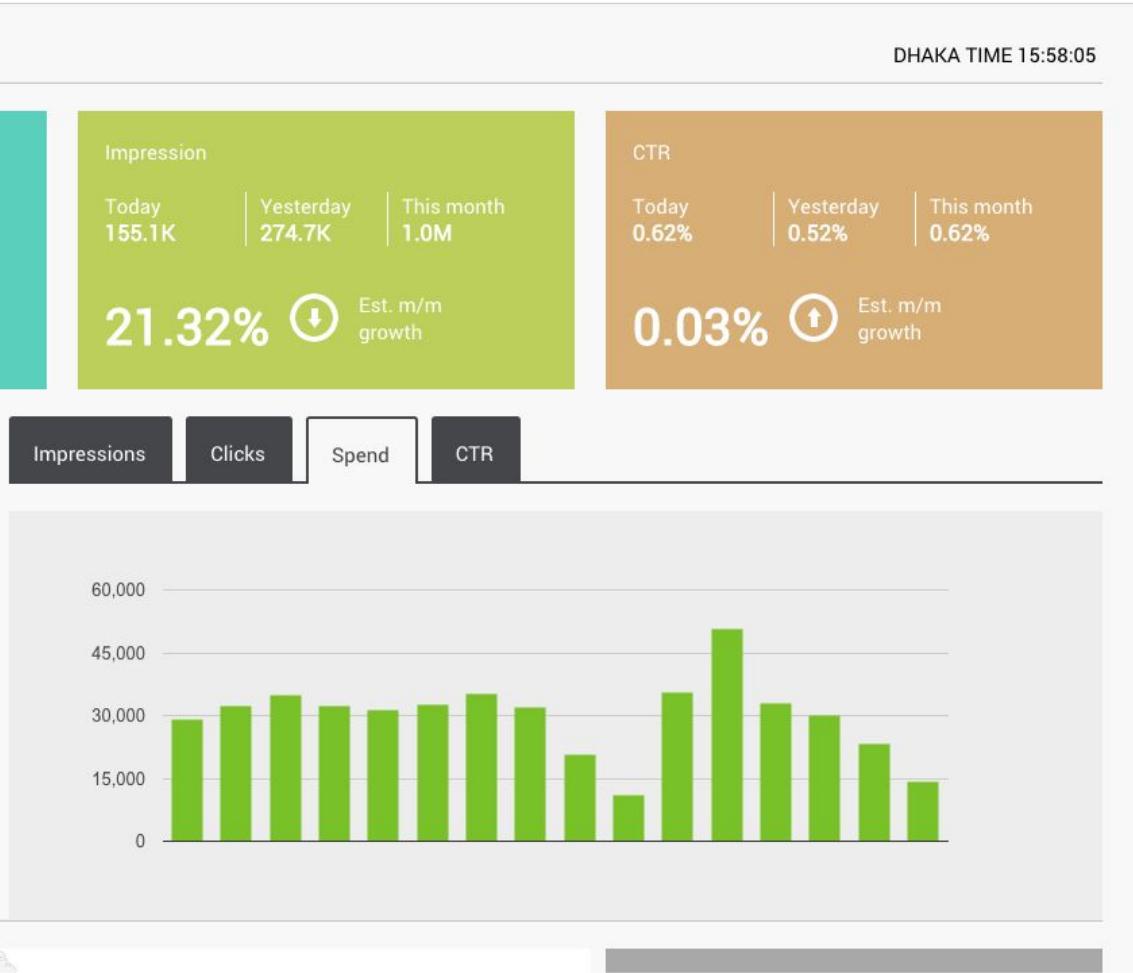
**155,131**

Impressions served today until 15:57

2 Active Campaigns with  
4 Ad Groups, 34 Ads

**1,034,030**

Impressions served this month till  
4 November 2015



DHAKA TIME 15:58:05

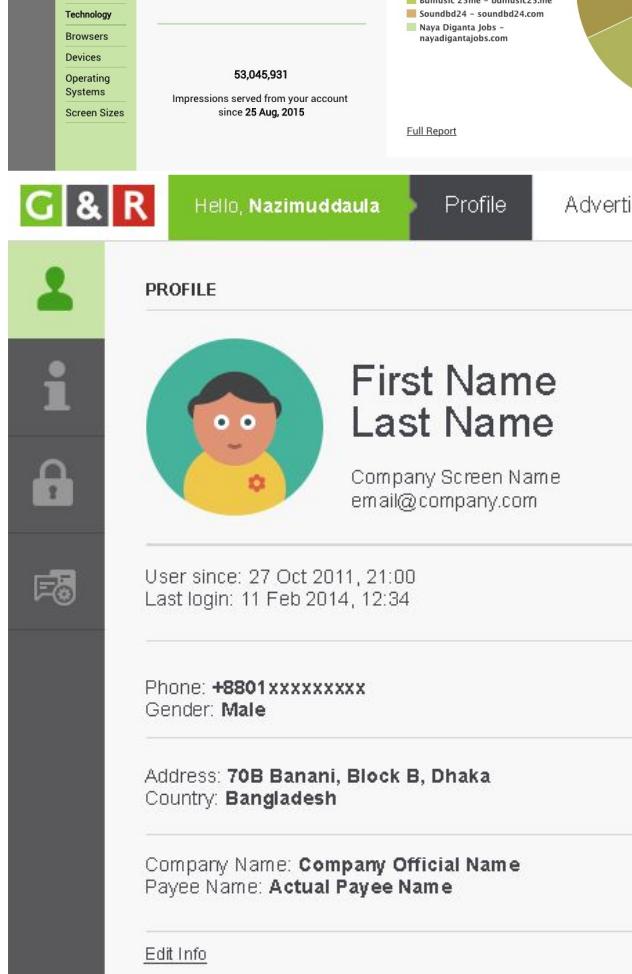
Impressions Clicks Spend CTR

**60,000**

60,000  
50,000  
40,000  
30,000  
20,000  
10,000  
0

18,371,993 Requests recorded in 31 days - 01, Oct 2015 (Thursday) to 31, Oct 2015 (Saturday)

**Full Report**



**Report Overview**

**7,179,197**

Impressions served by G&R Ad Network from 14 Oct, 2015 to 10 Dec, 2015

by spending **৳674,677**

via 4 Campaign(s) with 8 Ad Group(s) and 67 Ad(s)

**53,045,931**

Impressions served from your account since 25 Aug, 2015

**Top Impressions | Top Clicks**

**Full Report**

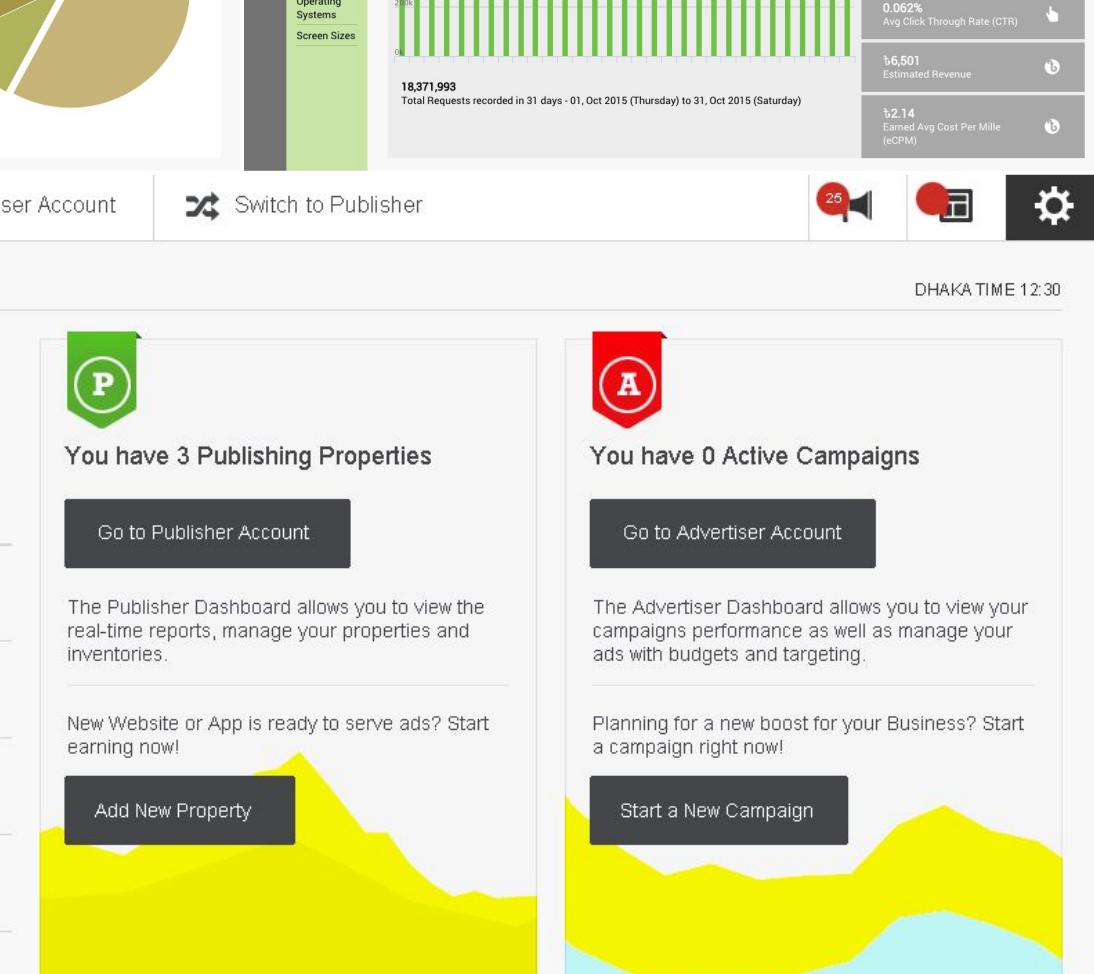
User since: 27 Oct 2011, 21:00  
Last login: 11 Feb 2014, 12:34

Phone: +8801xxxxxxxx  
Gender: Male

Address: 70B Banani, Block B, Dhaka  
Country: Bangladesh

Company Name: Company Official Name  
Payee Name: Actual Payee Name

[Edit Info](#)



**Report Overview**

**18,371,993 Requests**

3,041,485 Impressions  
16.56% Avg Fill Rate  
1,885 Clicks  
0.062% Avg Click Through Rate (CTR)  
৳6,501 Estimated Revenue  
৳2.14 Eared Avg Cost Per Mille (eCPM)

**Full Report**

**PROFILE**

**First Name Last Name**

Company Screen Name  
email@company.com

The Publisher Dashboard allows you to view the real-time reports, manage your properties and inventories.

New Website or App is ready to serve ads? Start earning now!

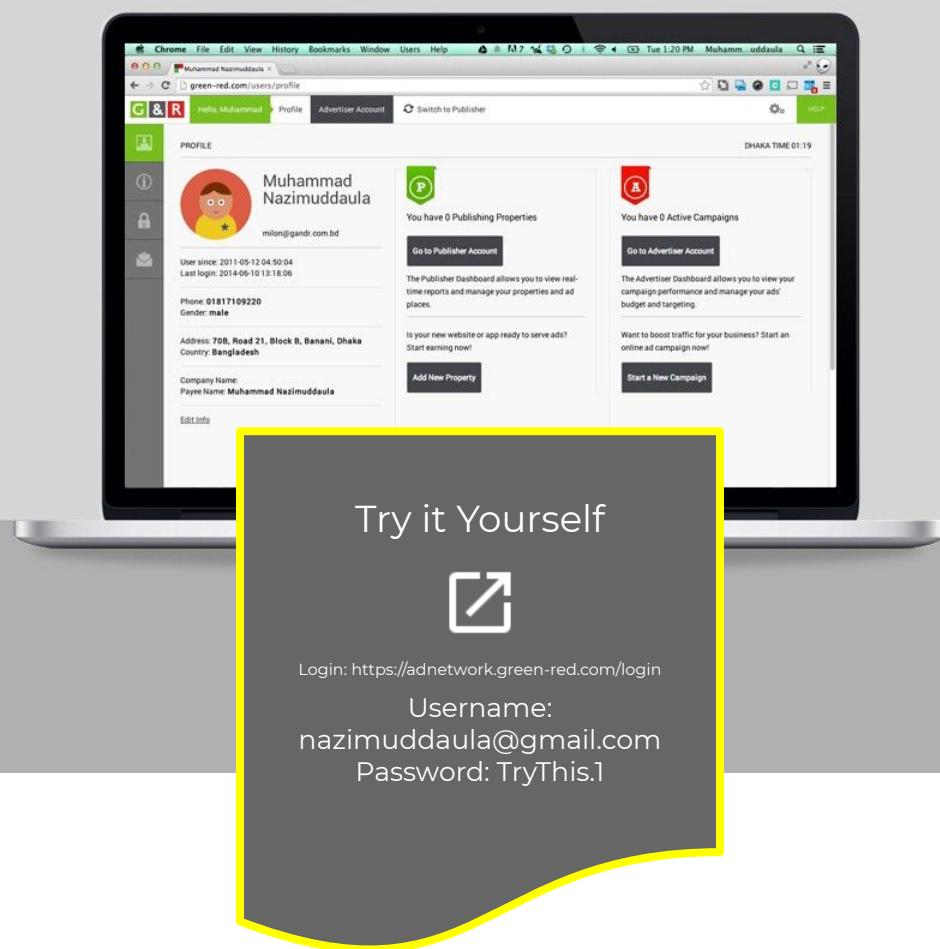
**Add New Property**

**A** You have 0 Active Campaigns

The Advertiser Dashboard allows you to view your campaigns performance as well as manage your ads with budgets and targeting.

Planning for a new boost for your Business? Start a campaign right now!

**Start a New Campaign**



## 1 Billion Ads in a Month

With G&R 3.0, we hit the milestone of serving 1 billion ads in a month across our partner network. G&R was featured on the Wall of Startups at Google I/O 2014.



The Announcement (News)

Google I/O 2014 (Video)

## Acquisition and Merger

In 2015 G&R was acquired by Genex Infosys.

I became the CEO of G&R in August 2015 to lead the merger process and Genex went to public in September 2018. I left G&R in June 2019.

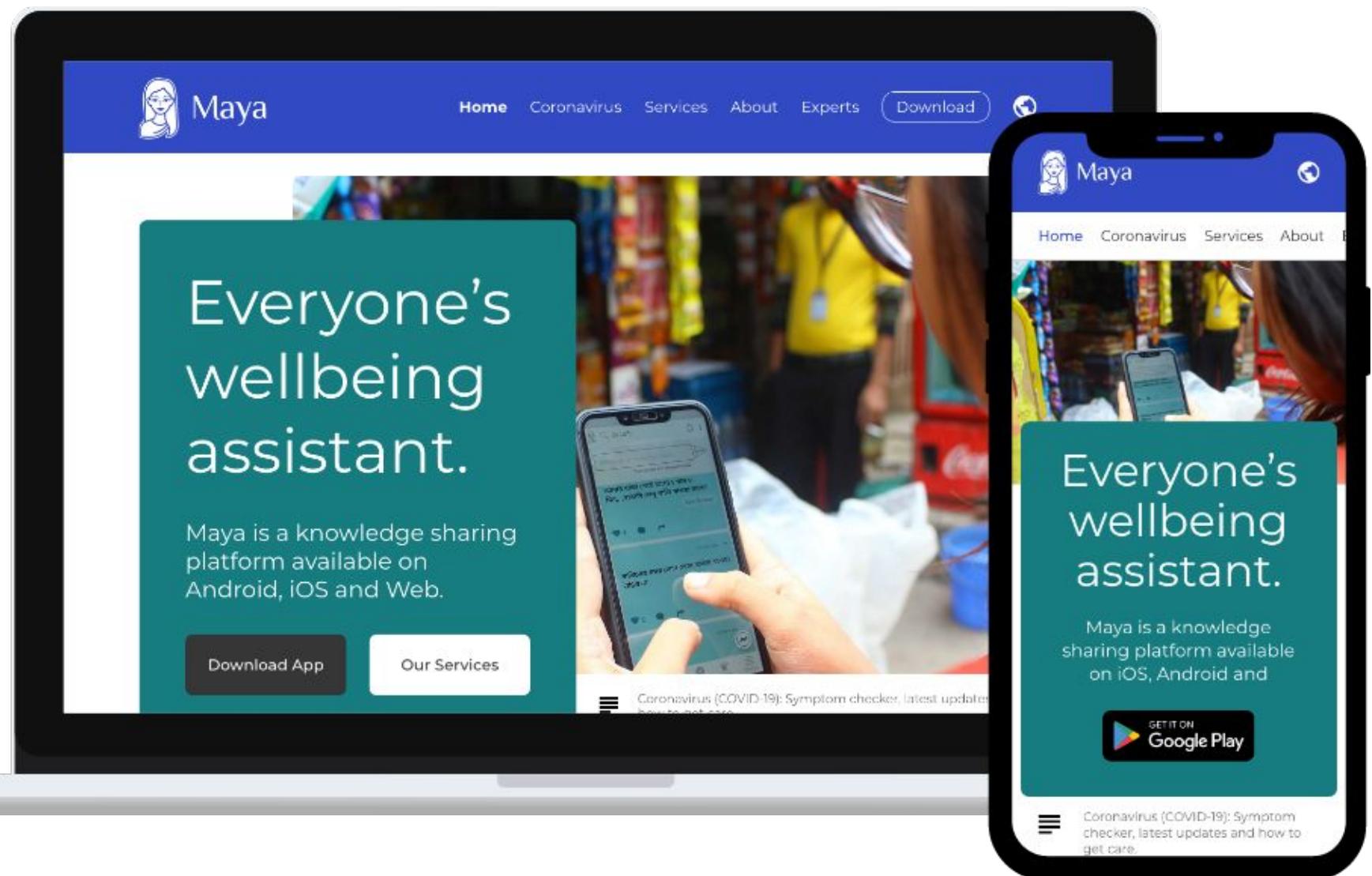
# Redesigning Maya

December 2019 - December 2020

## About Maya

Maya is a technology company based in Bangladesh, providing digital advisory services on health, psychosocial and legal issues. With more than 3 million monthly active users, it's being considered as one of the most popular platforms in Bangladesh for their free consultation services where users can ask a question anonymously.

Maya aims to be everyone's personal digital wellbeing assistant in developing countries by reinventing the way people access expert advice and share knowledge about their health and lifestyle.



## Project Background

The existing website is focused on the local audiences who visit Maya to get the free expert consultation services. 95% of the users are visiting from mobile devices and they mostly access the service related pages.

The 5% desktop users are mostly coming from overseas countries and they are trying to access the company related information. There's a firm assessment that these people are very important to expand our business and raise investments.

[View the New Website](#)

## My Role

My core responsibility at Maya is to lead the product design and development process with a small team of engineers, designers, and product managers. For this redesign project I played some specific roles:

- Building the Bridge: We have 2 core objectives to deliver with our website -
  - Serve existing users with our product and services.
  - Present Maya as a leading health technology brand.We developed a process of 'who will see what' and planned how to bridge 2 objectives.
- Style Guide: Developed a style guide covering all the aspects of Maya Brand Guidelines. We're going to build some other websites and we really need consistency.
- Layout Grid: Prepared a layout grid to maintain the responsive behaviour.
- Website Content: Built a process to gather contents from different teams.
- UI Design: Designed all the pages for both desktop and mobile websites.

[Grid Distribution Plan \(Slide\) !\[\]\(6e934896f25e6ce1b0dbb50c23abc197\_img.jpg\)](#)

[Website Content Plan \(Doc\) !\[\]\(8b57f0e15e7dda24cf9977561475f640\_img.jpg\)](#)



Maya connects you to doctors, mental health counsellors and vetted wellbeing experts.

[Download App] [Our Services]

Coronavirus (COVID-19): Symptom checker, latest updates and how to get care.

Maya Bot  
7,000,000  
7 million  
Instant interactions with Maya bot in a month, in 4 languages.

Expert Answers  
200,000  
Expert answers per month on physical and mental health.  
Every 14 seconds  
Consultations are delivered every 14 seconds, round the clock, everyday, round the week.

People Served  
10,200,000  
+ 7.5 million  
Since its inception, Maya is using different channels to serve its users wherever they are.

 [Redacted] Khan 4 ✓

Expert answers every 14 seconds  
Consultations are delivered every 14 seconds each day

 Muhammad Nazimuddaula 2:40 PM Jun 4

Please review the text I just wrote.

## Action Plans

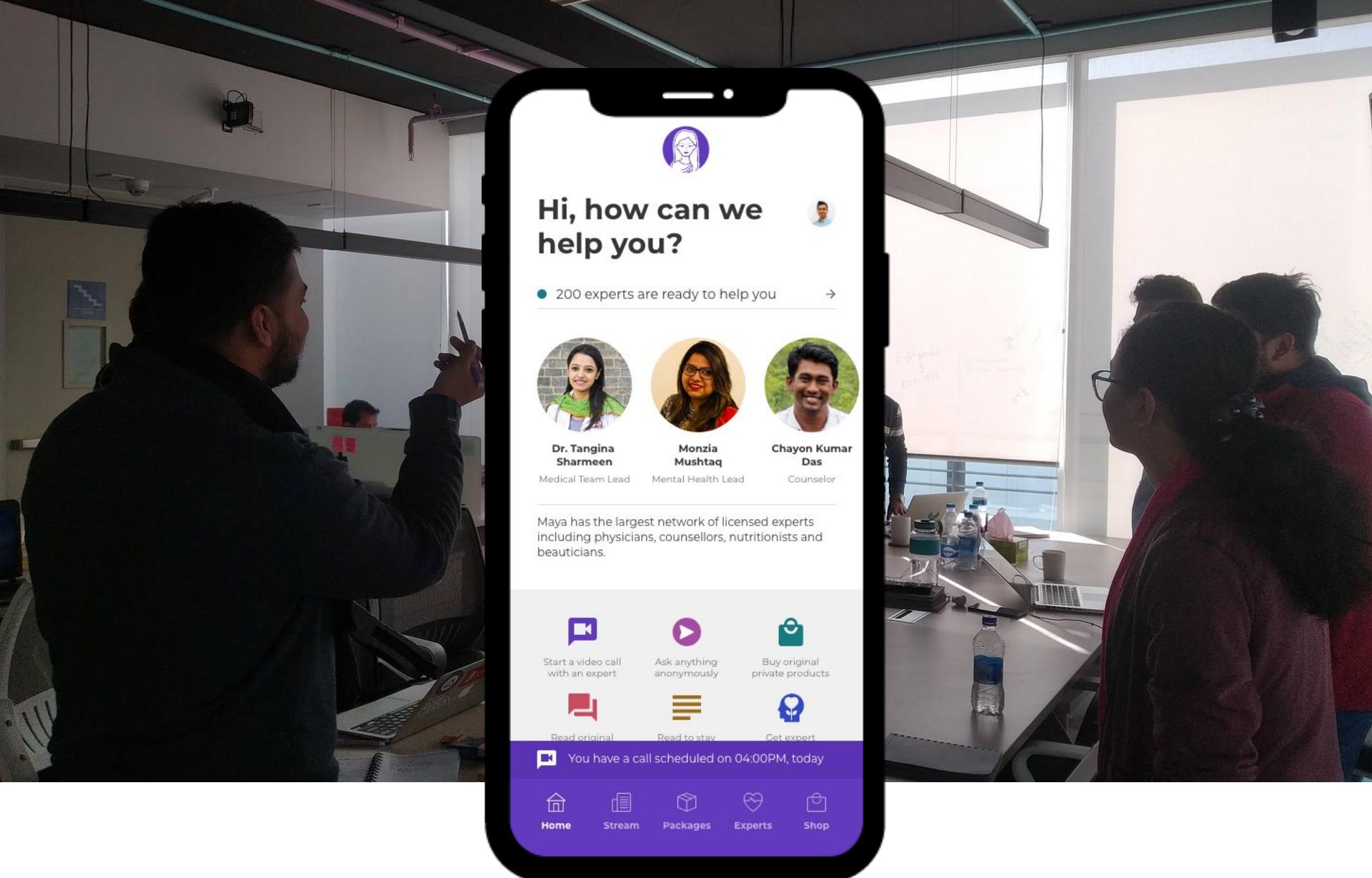
As our services are location specific and we're utilizing this scope to plan 'who will see what'.

- We're showing our company profile to the locations where our services aren't applicable.
- Our existing users will get uninterrupted services with interfaces they know.
- We've redesigned the service website as well with a mobile-first approach which is now under development (can't showcase because of non-disclosure agreement).

Project Files - Desktop (XD)

Project Files - Mobile (XD)

The image shows a side-by-side comparison of the Maya platform's desktop website and mobile application. Both interfaces share a similar design language, featuring a blue header bar with the 'Maya' logo and navigation links for Home, Coronavirus, Services, About, Experts, Download, and a globe icon. A prominent teal-colored sidebar on both sides contains the text 'Everyone's wellbeing assistant.' and a brief description of the platform as a knowledge sharing platform available on Android, iOS, and Web. Below this, there are two buttons: 'Download App' (in a dark grey box) and 'Our Services' (in a white box). The main content area features a photograph of a person holding a smartphone displaying the app's interface, which includes a symptom checker and latest updates section. At the bottom of the sidebar, there are three performance metrics: 'Maya Bot 7,000,000' (instant interactions with the bot), 'Expert Answers 200,000' (expert answers per month on physical and mental health), and 'People Served 10,200,000' (since inception). The mobile app interface shown on the right is identical to the desktop site, with a purple header bar and a large teal sidebar. It also displays the same metrics and a 'GET IT ON Google Play' button. The overall design is clean and modern, emphasizing accessibility and user well-being.



## Maya's App Experience

Maya has a popular Android app with over 1 million downloads and a very active user base. Through this app users can get registered and can ask questions anonymously.

A user can also read questions asked by others and their answers. Maya is trying to enable a few more features such as video consultations and some mental health services.

## About Maya iOS App

Based on research, there are a very few iOS users whom Maya can target to use their app. But there was a growing pressure from investors and partners to have it. As Maya is aiming to expand their horizon, having an iOS app becoming mandatory.

We started gathering the requirements from the beginning of April 2020. Maya doesn't have any iOS developer in their team. So we partnered with a company for iOS development services.

The design and development process started from the first week of May and we aimed to have our first version launched by the end of July.

Feature Planning (Doc)

Timeline Planning (Sheet)

## My Role

I took the challenge to have the iOS app in 90 days though we don't have an iOS developer in our team. To make it happen, I've specified my roles very precisely:

- Design first: I prepared the designs for key screens at the very beginning of the project.
- Pick the right partner: For iOS development, we partnered with a company I knew very well. The developer was also very well known to me.
- Build internal process: Though we have lots other internal targets to deliver within this time, I've picked one engineer from my team who stayed standby for API related support.

- Project management: I set screen by screen delivery target, reviewed it on a regular basis and shared the update with other stakeholders.
- Daily meetings: We all were locked down at our home - it was vital to have clear communications. We got into a call every day, talked about progress and dependencies; resolved it almost immediately.
- Design on the go: I provide the design support almost 24/7, took technical feedback from the engineers and revised the designs accordingly.

Project Files - iOS (XD)

The image displays a grid of screenshots from the Maya mobile application, illustrating its key features:

- Stream:** Shows a news feed with articles like "Should pregnant and breastfeeding women avoid some types of fish?" and a response from "Dr. Asif Saha". It includes a search bar and categories for "For You", "Child Care", "Pregnancy", "Beauty", etc.
- Packages:** Displays subscription options:
  - Maya Free:** Duration: Lifetime - no expiry date. Limited access, you're only allowed to ask question and enjoy other free services.
  - Weekly Package:** Duration: 7 days. Great package for light sickness. You can video chat with doctor, ask question and...
  - Monthly Package:** Duration: 30 days. Great package for light sickness. You can video chat with doctor, ask question and...
  - Daily Package:** Duration: 1 day. Great package for light sickness. You can video chat with doctor, ask question and...
- Experts:** Features profiles for Dr. Tangina Sharmeen (Medical Team Lead), Monzia Mushtaq (Mental Health Lead), and Chayon Kumar Das (Counselor). It includes a "Request video call with an expert" button and a list of topics they consult on.
- Profile (Top Left):** Shows a user's profile picture, name (M Nazimuddaula), user since date (12 Jun 2020), and user ID (842181). It also shows the active subscription package: **Maya Free**.
- Profile (Bottom Left):** Shows a user's profile picture, name (Dr. Tangina Sharmeen), title (Medical Team Lead), and a quote: "Learning never exhausts the mind. Serving always broadens the mind."
- Profile (Bottom Right):** Shows a user's profile picture, name (Dr. Tangina Sharmeen), title (Medical Team Lead MBBS), and a quote: "Learning never exhausts the mind. Serving always broadens the mind."
- Bottom Navigation Bar:** Includes icons for Home, Stream, Packages, Experts, and Shop.

## Challenges

Like every other startup, Maya has established many non-standard technical processes. Working with an external party made those issues more serious.

Implementing video call with a 3rd party framework was new practice for Maya.

Personally I had to update myself with recent design trends and best practices.

## Solutions

It took some time but to settle the discrepancies in the API end, we established a very efficient process. Previously it was built to serve the Android app.

Communication was the key - as a team we talked more than our regular time at office. Our Slack channel was about to collapse for our over communications.

Maya iOS App Core Funnels



## Objective and Measurement Process

Based on our Android experiences, we've implemented a clear measurement process to track the core objectives we want to achieve from the iOS app. We mapped the user journey to measure where the users are dropping.

## Launching and Announcement

Though we targeted seeing our app published in the App Store by the end of July 2020, it took additional 2 weeks. After 4 consecutive rejections, we got the approval on 17 August. We're getting feedback from our test users and having a daily meeting everyday for fixes.

Maya is going for some international PR earlier next month and this iOS app is going to play a crucial role.

Wish us a goodluck.

# JossPay, the Wallet

2016 - 2018

## About JossPay

JossPay is my most favorite failure project. It was a wallet product by G&R utilizing the Payment System Provider (PSP) license issued by Bangladesh Bank, the financial regulatory authority of Bangladesh.

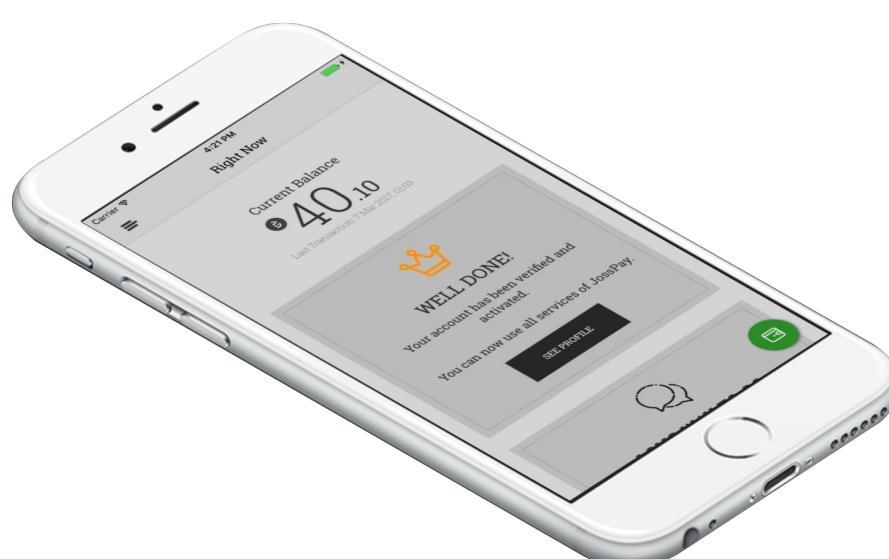
Back in 2014, G&R developed an internal wallet to handle transactions with advertisers, publishers, and agency partners. Soon we had to build the process to calculate the transaction in real-time, handle fraudulent activities and connect with different payment sources.

Utilizing that technology, we started planning to develop an independent wallet product. JossPay aimed to be the Bangladesh version of PayPal.

# JossPay

'Joss' is a Bangla interjection used by young people for expressing astonishment or admiration.

Give (someone) money that is due for work done, goods received, or a debt incurred.



iOS App (Archive Version)

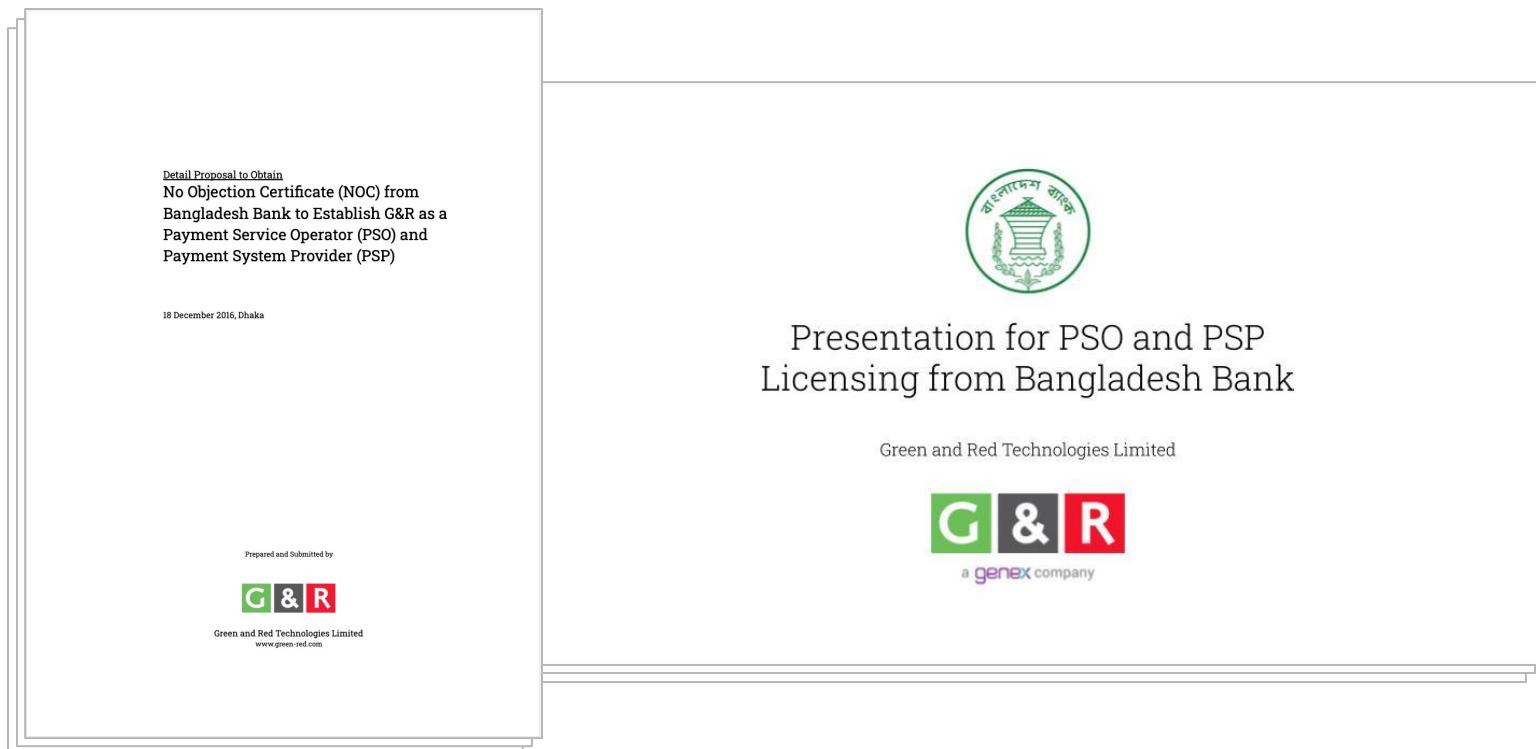


## The Challenge

Back in 2014, digital payment was a real challenge for doing internet business in Bangladesh. For advertising technology, the challenge was way harder as the budget needs to be calculated with every single ad request.

Though multiple banks were offering payment gateway solutions but regulatory authority imposed law against unauthorized transactions. Getting regulatory approval was made mandatory to build any fintech product.

But it was a much-needed product as the internet was booming.



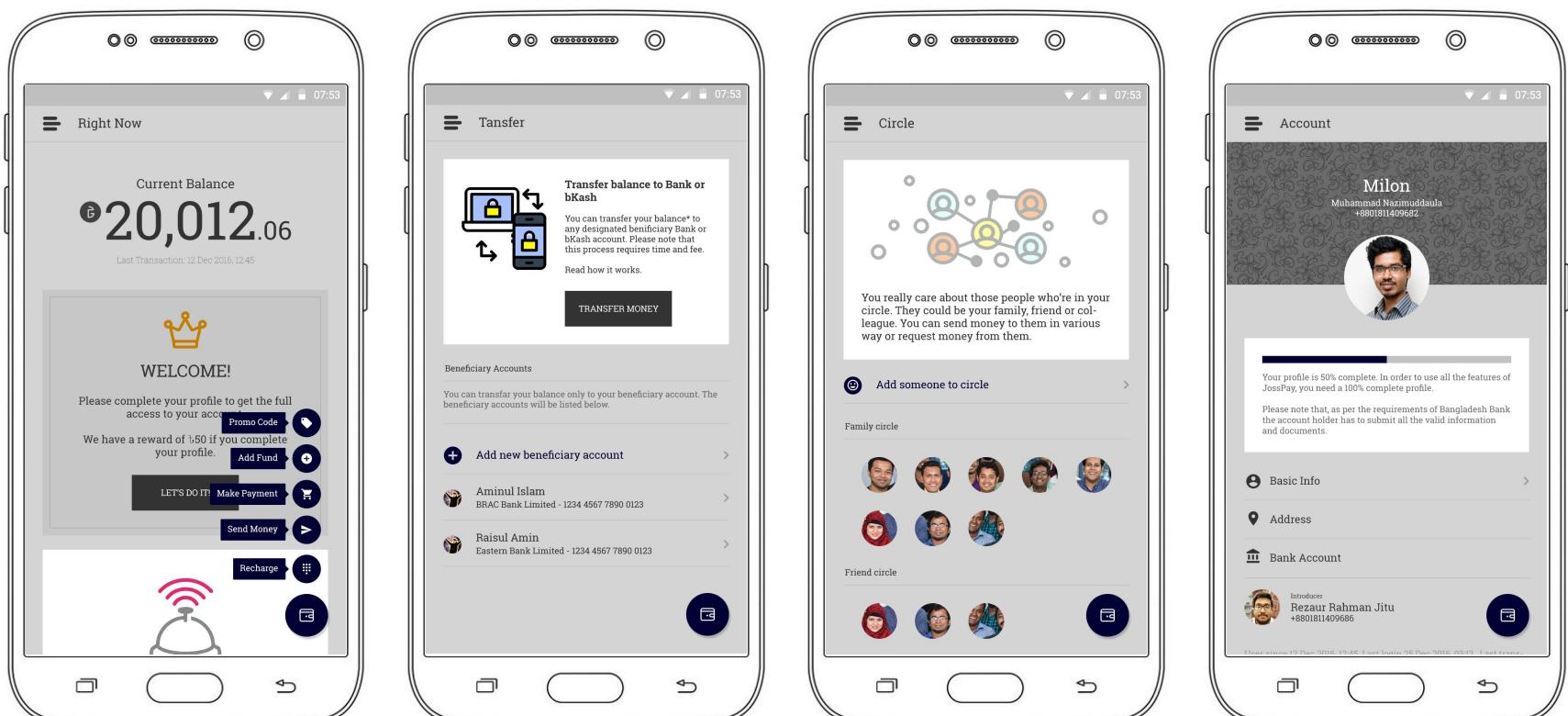
## My Role

From inception to beta, I've spent around 2 years building the product covering all the regulatory guidelines.

- I led the process of reviewing regulatory requirements and built a working version of the app to be reviewed by the regulatory authority.
- Brand naming, identity development, and brand guideline.
- Dashboard planning and design for internal process.
- Product design for Android and iOS.

[View Project Files \(PSD\)](#)

[Business & Product Flow](#)



## The Failure

It took 2 long years to get the initial NOC (No Objection Certificate) to make the app public. By this time completion was already in the market and struggling to prove the business model. Also, MFS (Mobile Financial Services) was on the rise and made it harder to see any bright future for JossPay.

# Deligram's Mobile First Approach

2019

## About Deligram

Deligram is a technology-enabled retail company that is addressing the challenges around shopping online or offline, through a hybrid and localized model of omnichannel eCommerce.

## My Role

My role was catered towards helping the team to become more customer-focused, improve customer engagements, build stronger relationships with the partners, and pilot new business models to solve problems that the internal team, customers and partners face on a daily basis.

In my short stay, I helped to implement a mobile-first approach by creating a seamless product experience for both web and app users.

## Challenges

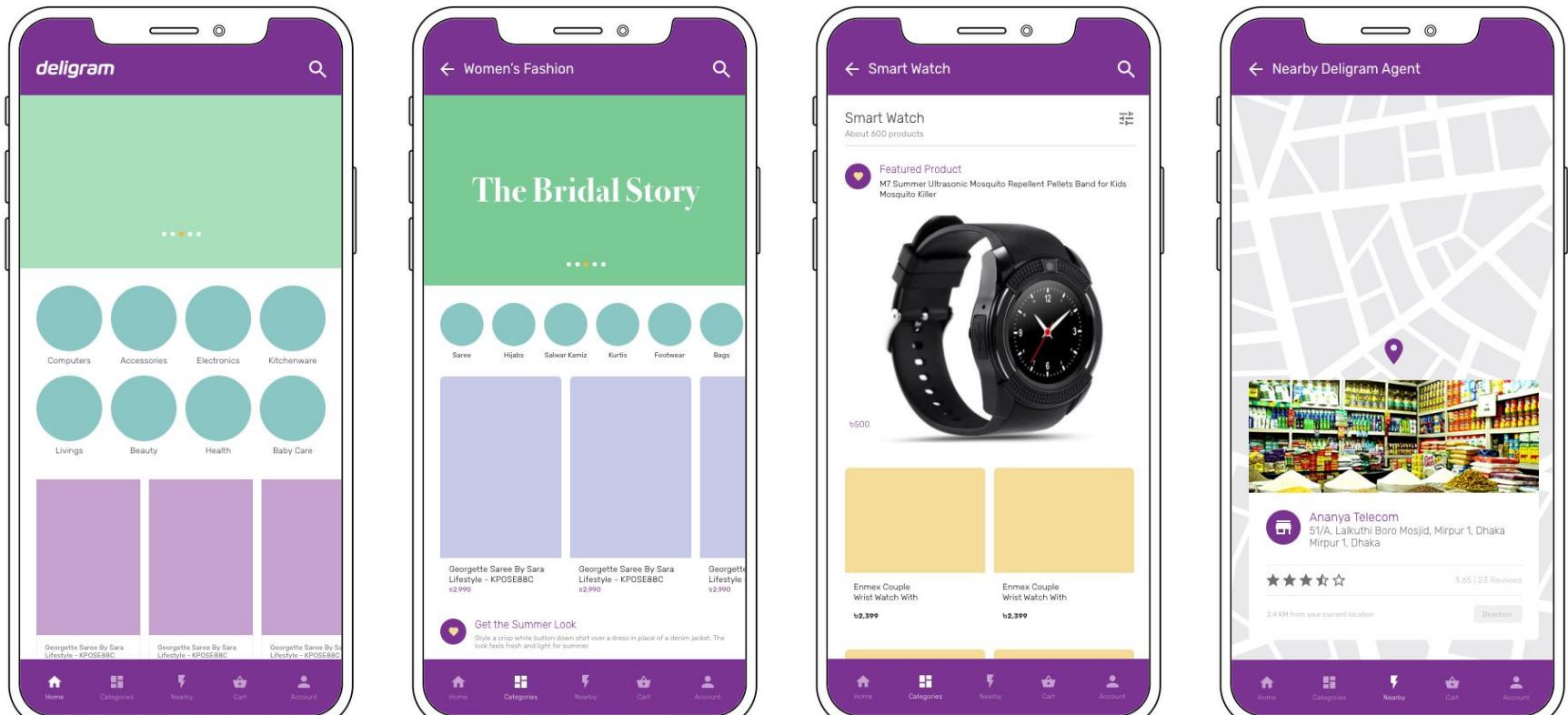
Deligram invested quite a long time to build their store back. It was to manage inventory, delivery, etc. The backlog was too long for customer acquisition channels. They have a website but no Android or iOS app.

Before building the app developer team, a quick solution was really needed.

## Solutions

A lightweight website specially made for mobile devices with an app-like interface and experience. It was developed in a week by the existing team. An Android app also released with web views.

This small effort brought drastic improvements to the whole business process.



Deligram Mobile Site





Area code - alphanumeric.  
Every thana should have a  
unique ID



User type - first alphabet  
of Agent, Vendor, Delivery,  
Customer

Randomly created unique ID. This  
alphanumeric combination can create  
around 1.65 million ID.

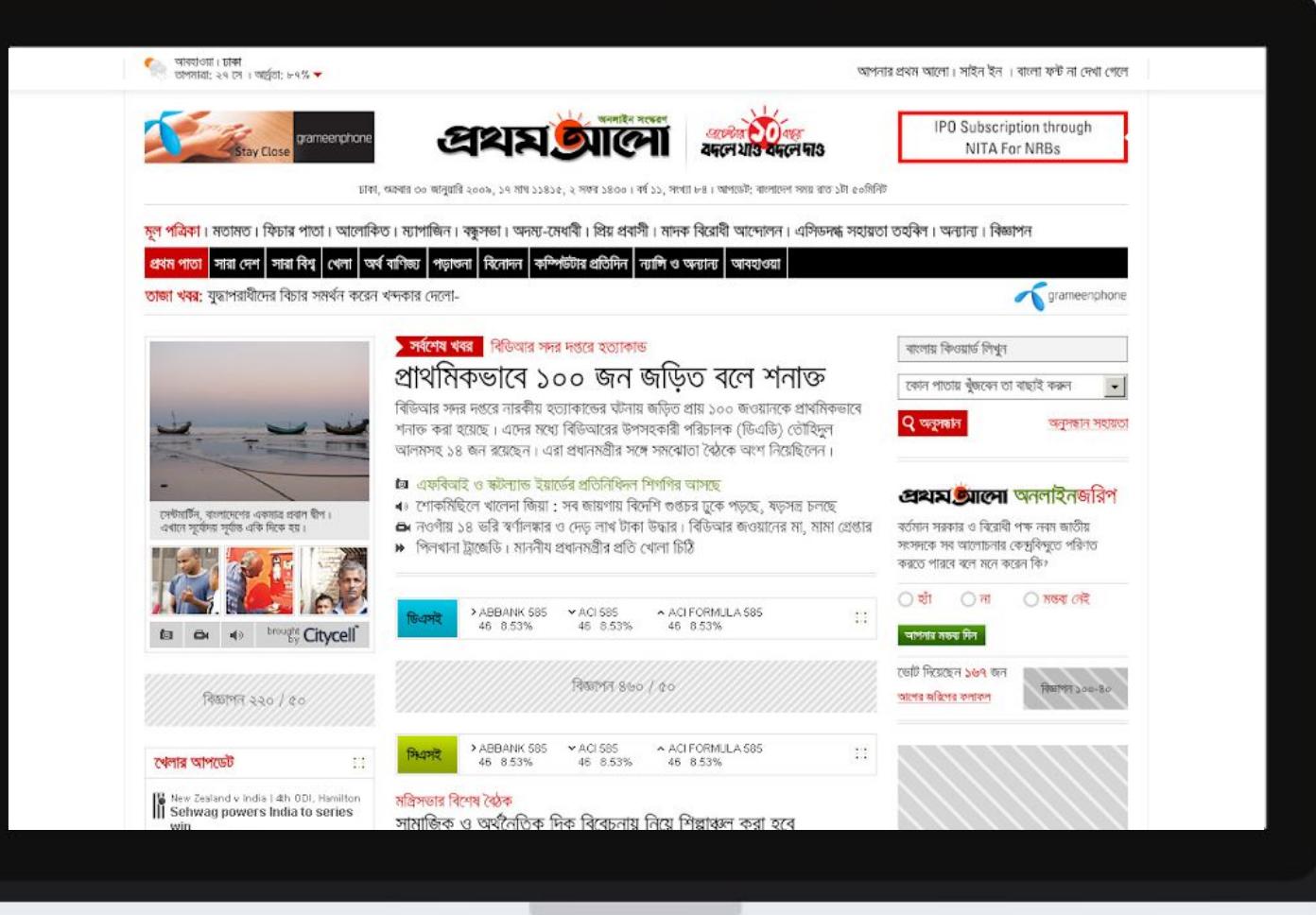
## Order by Phone Call

A revised version of Deligram kiosk at agent point holding a product catalog and customer will be able to place orders via phone call using product code and delivered to agent point using agent code.

## Deligram Agent Onboarding

To replace the current offline manual process of collecting agent information and supporting documents. Someone interested to become an agent can download the Deligram Agent app from Google Play and enroll as a Deligram agent.





# Redesigning ProthomAlo.com

2008 - 2009

## About Prothom Alo

Prothom Alo is Bangladesh's most popular media and news brand for both print and digital editions. Currently, more than 1 million unique users read their online edition, daily.

Back in 2009, it was a different story. Though they were still the most popular news brand with their print edition, their digital presence was insignificant.

## Project Background

In 2007, I got the chance to redesign the website of The Daily Star, the most popular English news brand in Bangladesh. With that reference, I was invited to propose a redesign plan.

After the primary selection of my design, they asked me to offer a complete solution including a Content Management System (CMS), the website design and development process, hosting solutions, and maintenance for 1 year.

I brought a tech company where I used to work then as a part-time designer into the scene. That was the first big project I led with zero experience in project management.

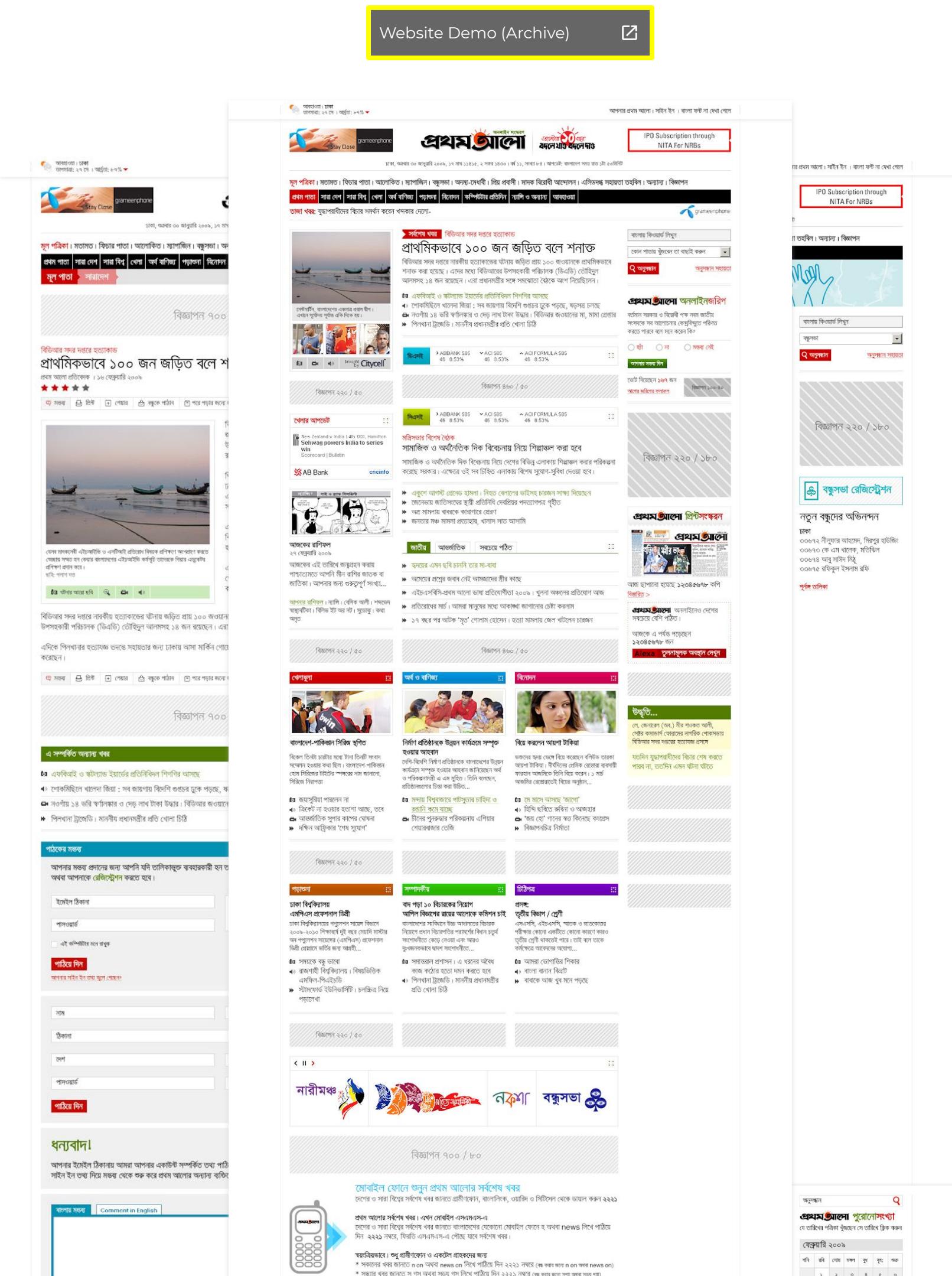
The Daily Star Story (Blog)

Prothom Alo Story (Blog)

# My Role

Though I was supposed to be the product designer of this project, soon I was assigned a lot more additional roles;

- Requirement analysis for both public website and content management system.
  - Product design for both website and editor dashboard.
  - Form a team of 3 including me and engineers.
  - Establish communication with Prothom Alo editorial team.
  - Overall project management.



## Challenges

Prothom Alo was the first complete project I owned and the most complex one since today.

- The biggest challenge was to finalize the requirements and deal with the decision-makers who were long experienced with traditional journalism but had very limited ideas about technology.
- Adopting Unicode: Before my version of the Prothom Alo website, the whole print and web content management process was built with ASCII fonts. Adopting Unicode was a really big challenge.
- CMS: Though there was a couple of open-source software which can deliver their content management solutions they had specific requirements to make it their own.
- Resource constraint: Prothom Alo's print version was a money-making machine and it had their full attention. They were very defensive in allocating any resources for the website.

## Solutions

It took a couple of weeks to find an effective way to communicate with the decision-makers. There were disagreements till the last day, but soon we built some hacks to align them with the key points.

- Design with actual content: All of the decision-makers had a long career in proofreading, so designing with actual content with zero spelling mistakes made our life a lot easier.
- Print on paper: In the approval meetings taking the printout of the designs was another hack we discovered.
- From the scratch: The CMS was built from the scratch. It took a bit longer but it allowed us more control and access to more customizations.
- Unicode team: We built an independent team and a tool to convert the ASCII texts to Unicode. This was the first step to build a dedicated team for their digital business.

## Launching and Outcomes

It took around a year to design and develop the new website. It was a big hit from the first day and Prothom Alo wrote an article featuring our contributions.

Nowadays when their print version is struggling hard to survive, the Prothom Alo website is being considered as a money-making machine.

The screenshot shows the Prothom Alo CMS dashboard with a sidebar menu and a main content area for adding a new item. The sidebar includes sections like Main Newspaper, National, International, Sport, Business, Motamot, Alokito, Bondhusova, Odommo-medhabi, Priyo Probashi, Comments, Ad Management, Payment Management, Gallery Management, User Management, and Site Settings. The main area has fields for Heading, Sub Heading, Author, Description (with rich text editor), Publish time (set to 21 Dec 2009), and Publish Immediately checkbox. There is also a PUBLISH button and a Tag section with a dropdown for selecting tags like Bangladesh, Politics, Government, National, International, Sport, Business, Society, Clash, War, Peace, Dhaka, Khaleda, Hasina, Zillur, and a note to use commas between tags if multiple are used. The top right shows the date (12 March 2009, Thursday), email (nazimuddaula@gmail.com), settings, help, sign out, and the time (10:58:55PM).



# Lekhok Keyboard

2014 - 2015

## About Lekhok Keyboard

Lekhok Keyboard is a Bangla input tool available for Android and iOS (currently not available in App Store) users. It has a unique keyboard layout and process to build a consonant grapheme and consonant conjunct.

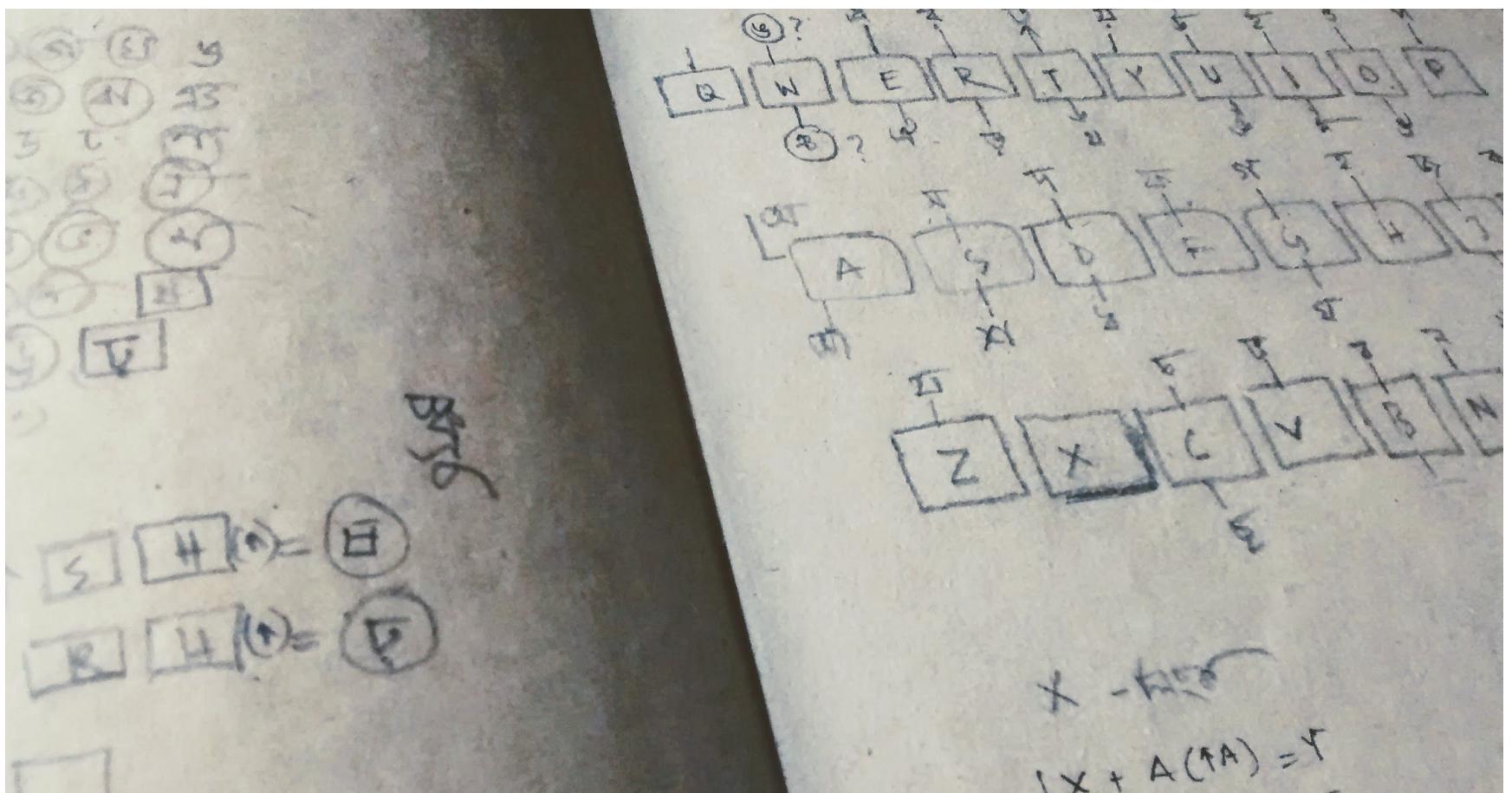
Unlike phonetic keyboards, it allows the user the freedom to write anything in Bangla by tapping on the keys (not auto-suggested).

It's a personal initiative and 2 of my friends helped me to develop the apps. There are some major bugs in the app and also some usability issues that need to be fixed. Hopefully, I can manage some time and resources in the future to take another drive.

## Project Background

In 2009, I got a chance to design and develop a Bangla-type font for one of the largest local telcos. Personally, I'm really passionate about type design and always dreamed of taking it as a career.

During the font development process, I also did some research on available solutions for typing Bangla on digital devices. There are many well-developed phonetic input tools available built by Google, Microsoft, and other tech giants. But I wanted to write Bangla the way I write English.



## Challenges

We have 50 alphabets in Bangla. Among them 11 vowels, 39 consonants. Out of 11 vowels, 10 of them have marks to form consonant grapheme.

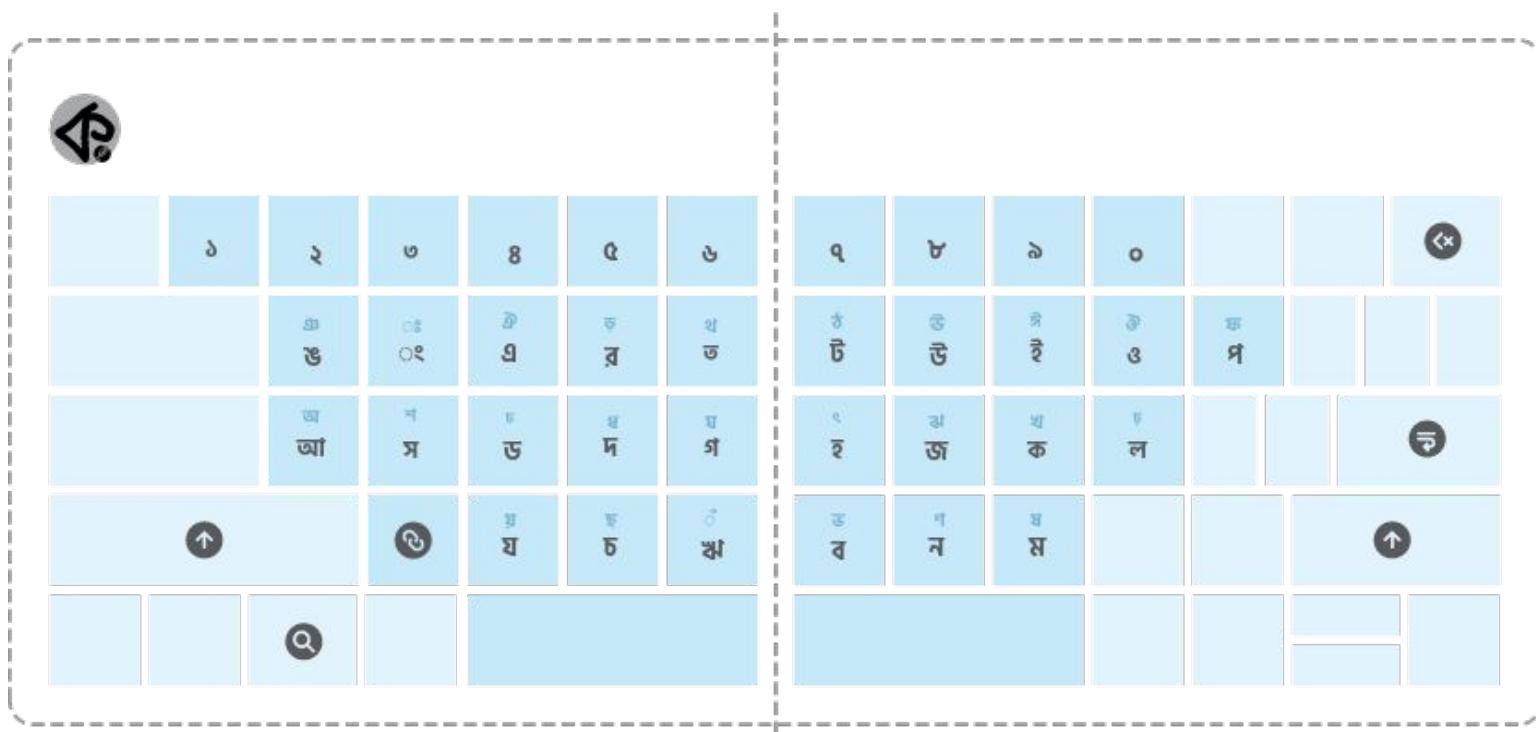
We have also a few hundreds of consonant conjuncts. All of these should be accommodated within the keys we have on our phones.

## Impacts

I've designed a brand new keyboard and we launched it for Android on 19 Feb 2015. It was downloaded by around 100k users. We didn't push any update for a long time, but still, it's being used by a few thousand people.

There are some issues in typing a few combinations.

We wanted to include word suggestions and auto-correct features. Hopefully, I'll be able to do it in the near future.



# Scrapbook

I love to try new things. Below are some of my scrapbook projects. None of them actually reach any point to prove them like a real business, but still, all of them are my favorite.

## Tuklify

Tuklify is an experimental app launched in October 2020. We want to redefine the way people read the news.



## আলাপ

Alap is a platform to discuss important issues. We're not going to allow uploading any image.  
Launching in Sep 2021.



## লেখক

Lekhok is a platform for Bangla writers that allows them to earn money with their writings. We also have a publishing network.



## আজকের WEATHER BETA

A fun project of 2011. We wanted to redefine how we collect weather updates. We wanted to make it human-generated.



## BOJRO

A URL shortener service targeting the Bangla websites. We also have an earning model which is yet to be implemented.



## প্রকৃতি

A publishing channel of Lekhok for lifestyle content. Writers get paid based on the number of unique readers.



Thank you very much for reviewing my portfolio. In case you have any questions or want to learn more about anything, please don't hesitate to contact me.

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