

Portfolio of Muhammad Nazimuddaula

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

Product Designer

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About this Portfolio

In this portfolio, I'm going to describe 7 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



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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.



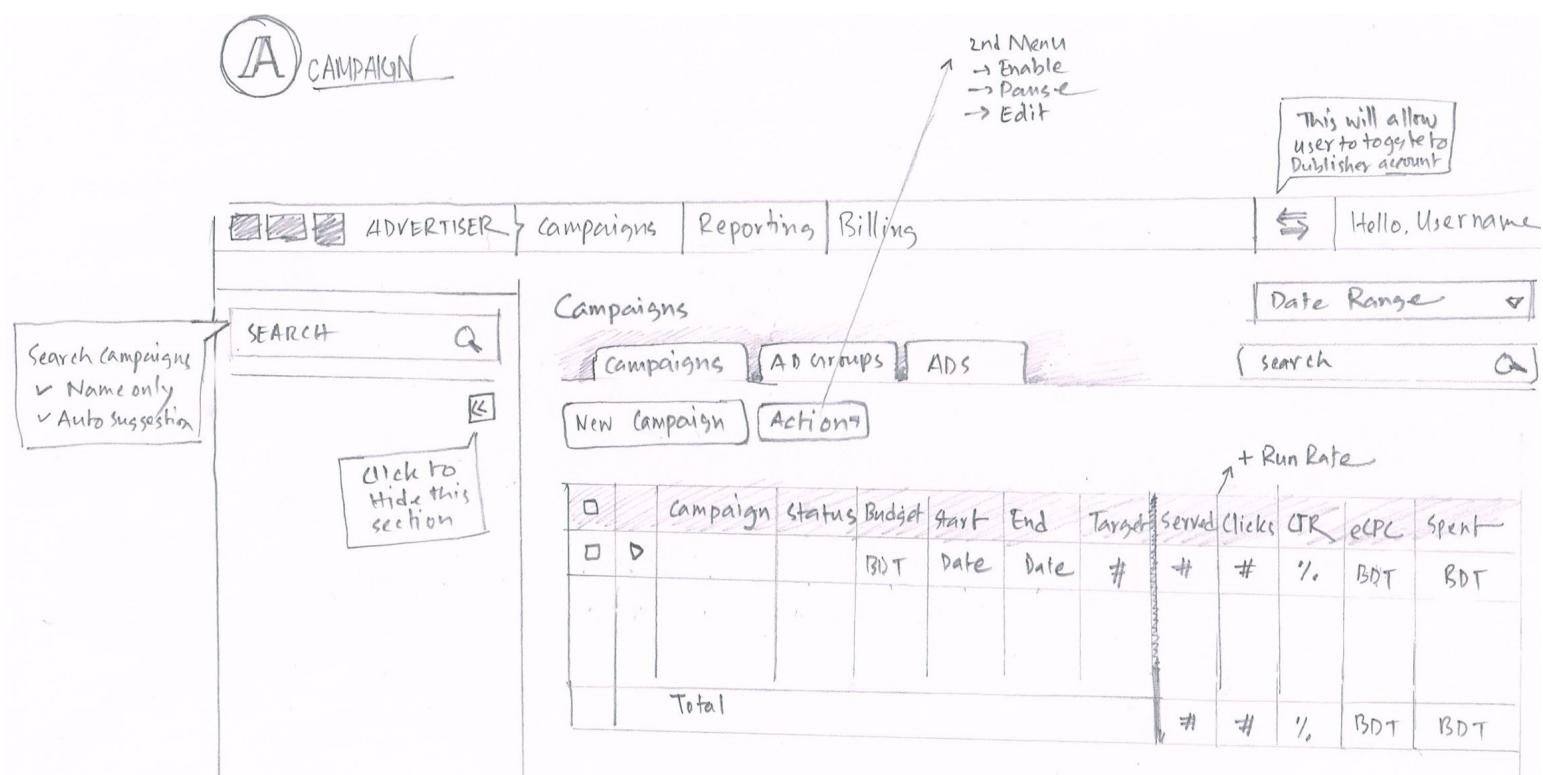
G & R

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	1 Click Campaign Create	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	Coupon Discount	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	Reporting Android App - G&R Now	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		http://www.green-red.com
10	3	Integrated Ad Manager to Manage Direct	Ad Network	Ad Manager	3. Development	April 1, 2015	potential redesign, stuck i development and not moving because of resource cons
11	3	Publisher Selection & Planning Tool for Ad	Ad Network	Campaign Settings	1. Requirements Planning		Category Targeting
12	4	Advanced Reporting - Query Builder	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	Only affiliate ads in Blogspot sites	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.

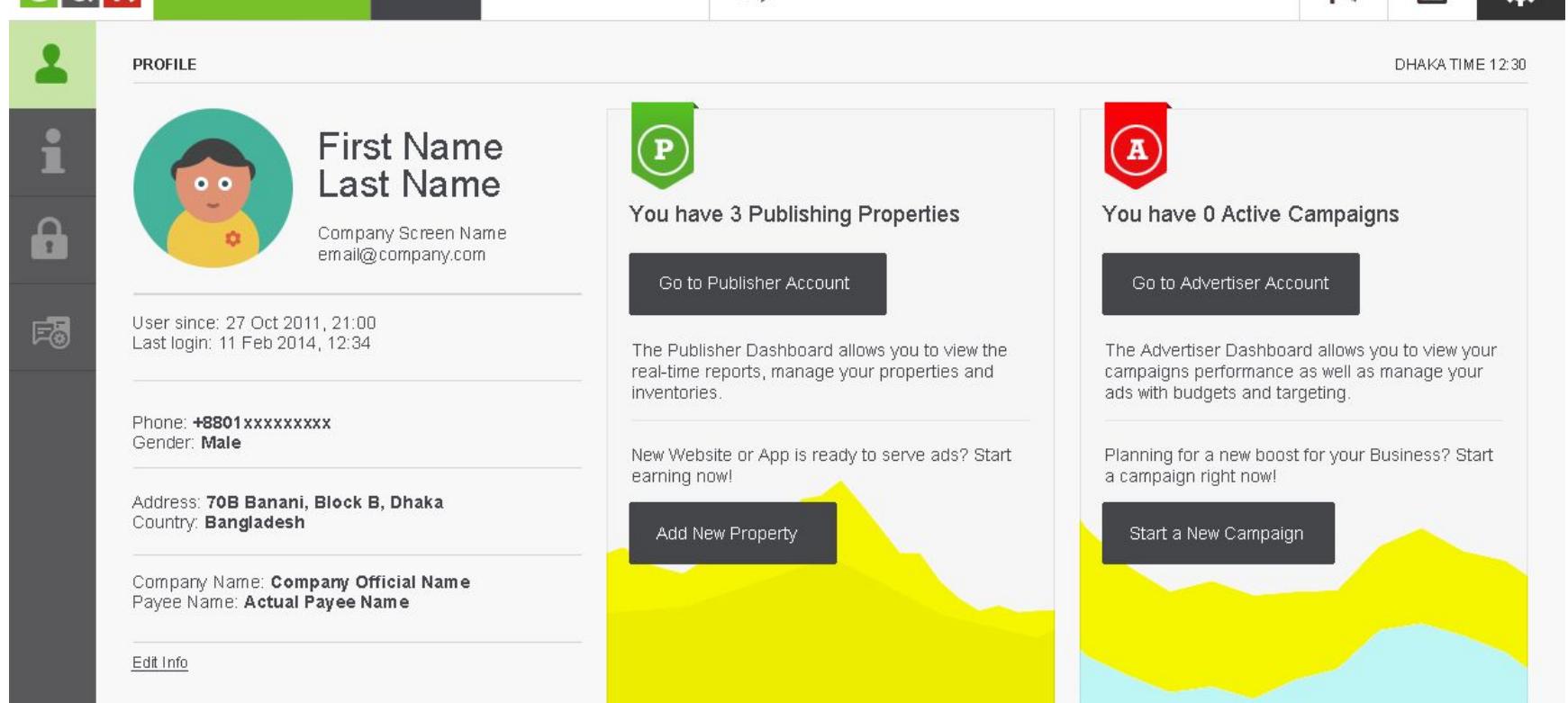
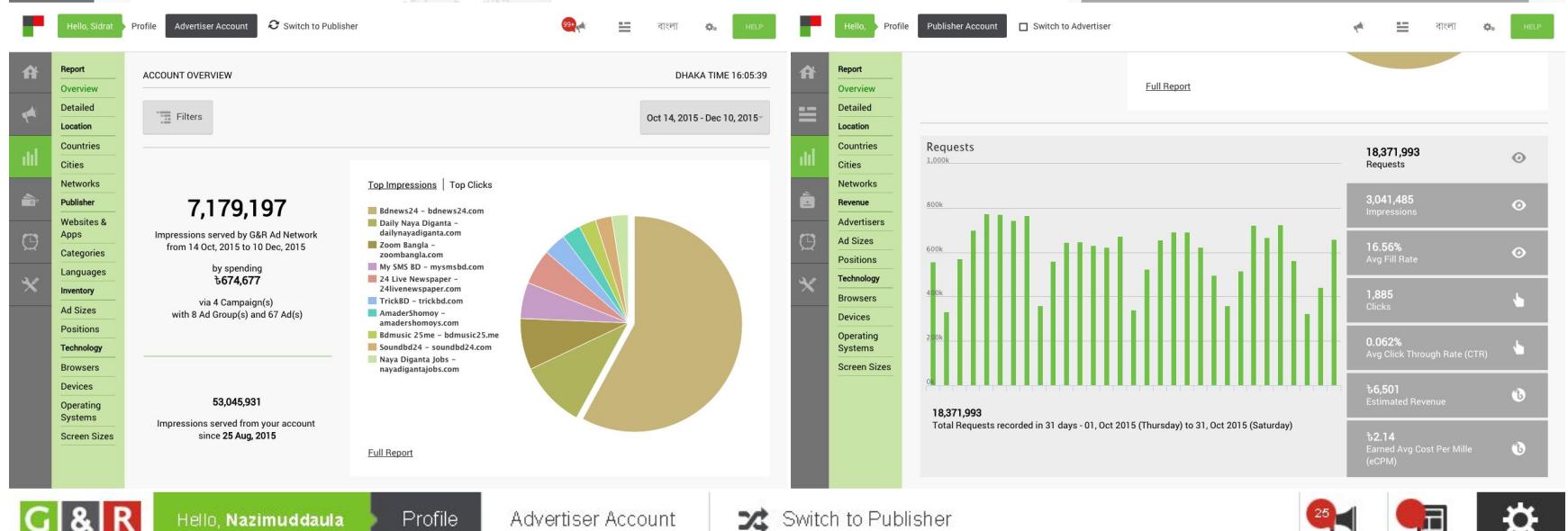
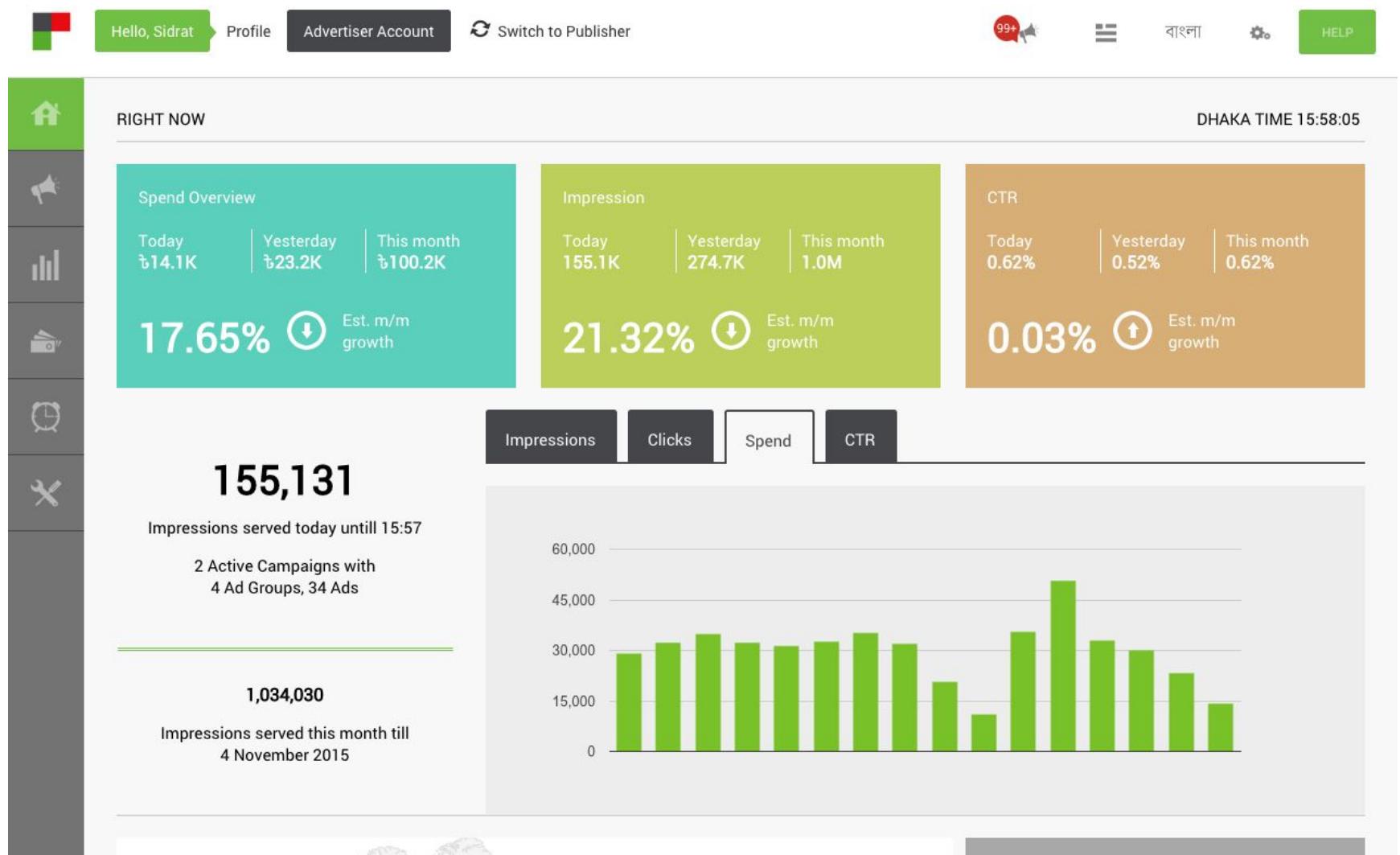
We started spending time with our Product Roadmap and realized that visualization is just a tiny part of design.

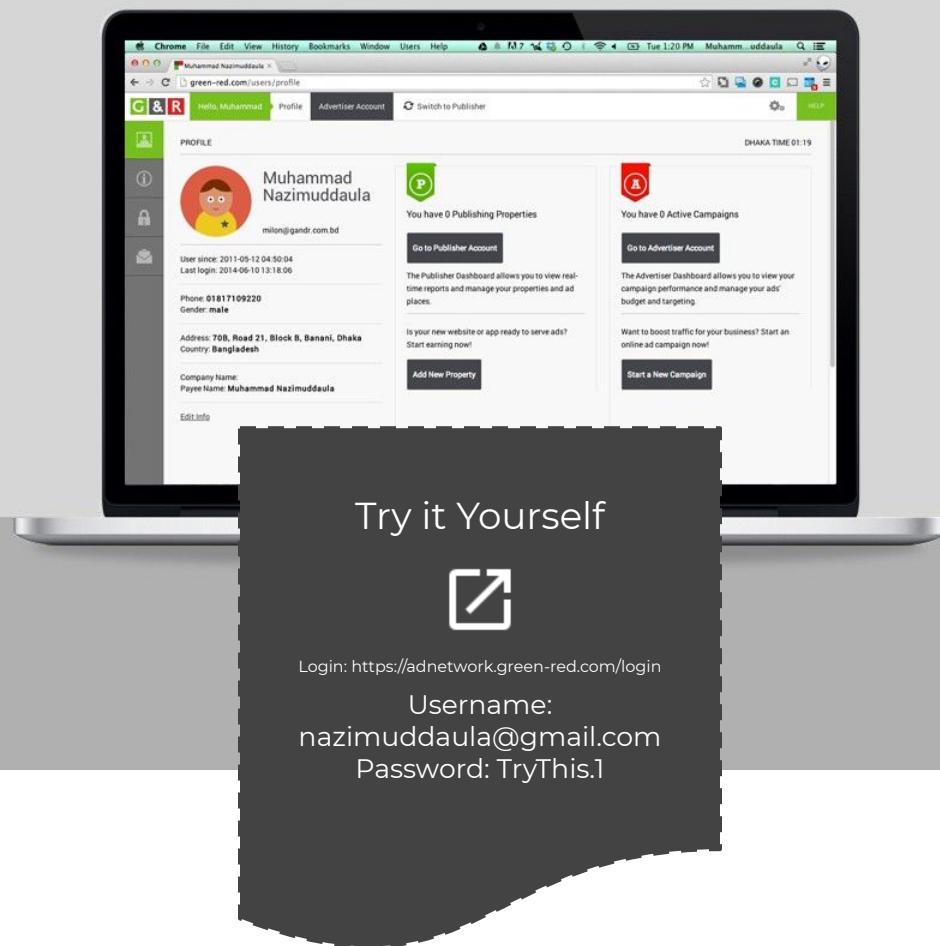
Simple and Functional

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 \(Video\)](#)




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.

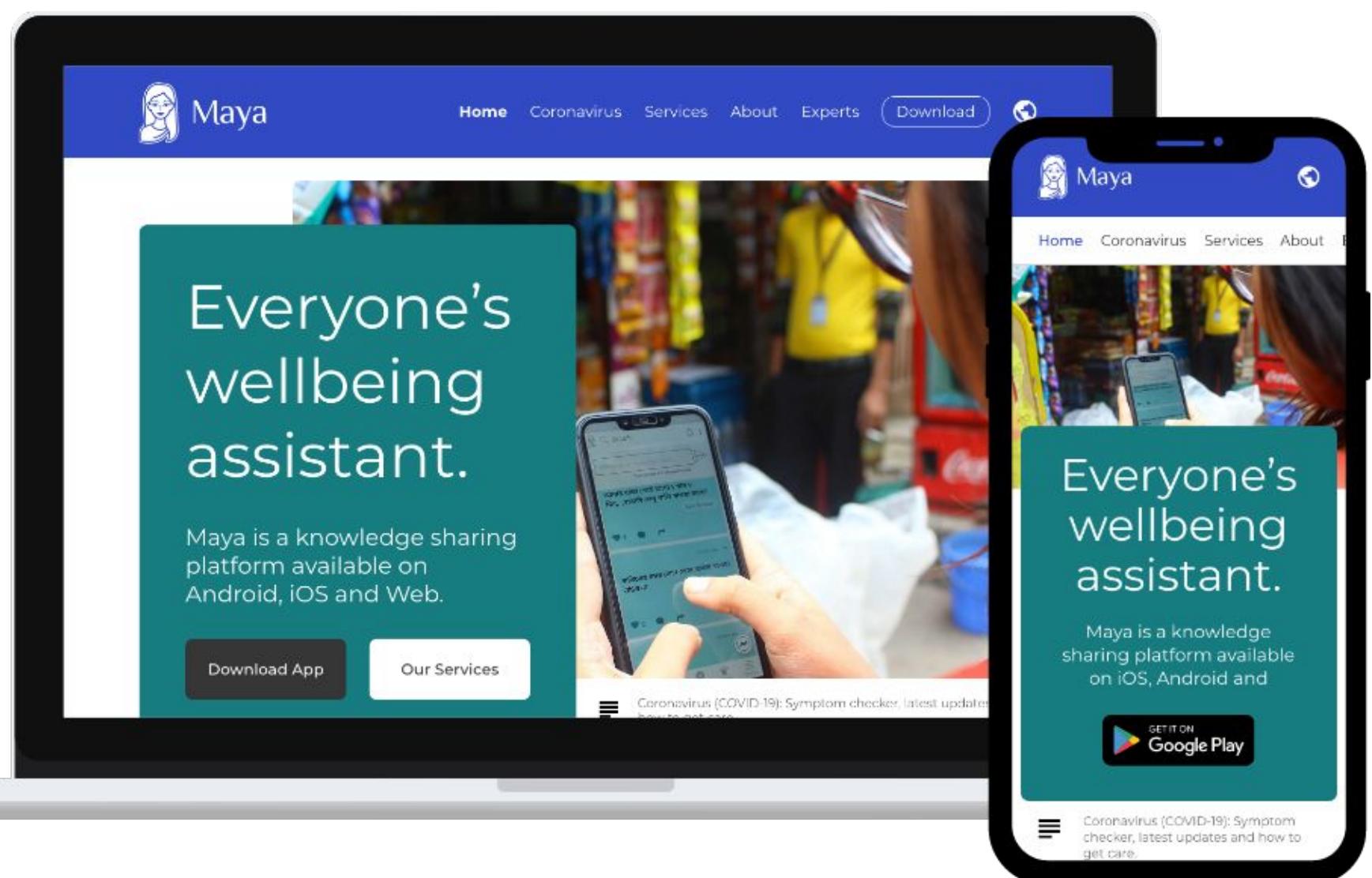
Maya Website Redesign

May 2020 - August 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 Beta 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) 

Website Content Plan (Doc) 



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 14 ✓

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.

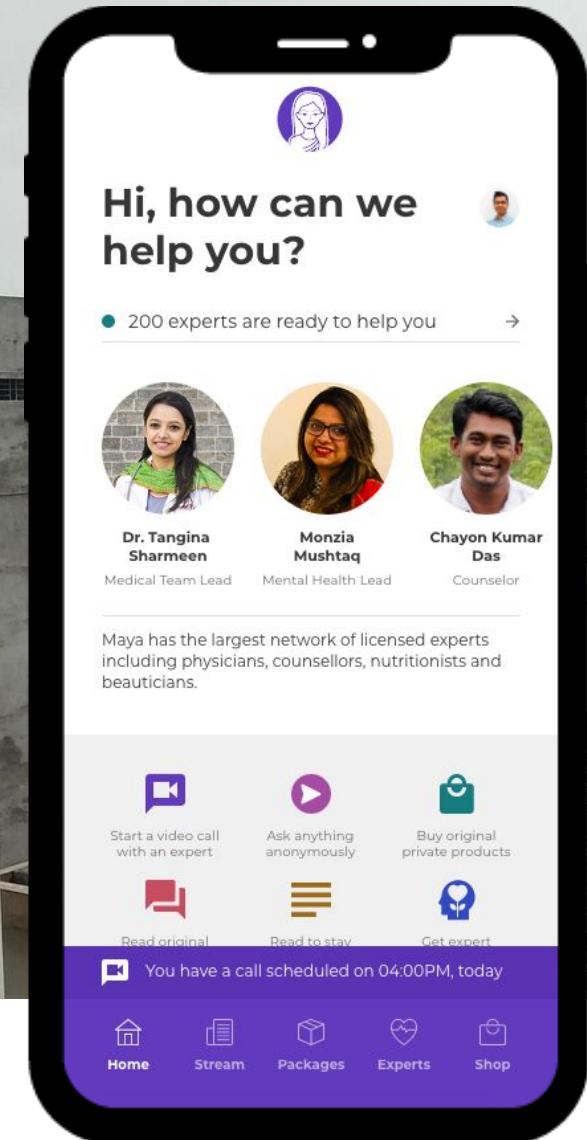
Action Plans

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)



Maya iOS App

April 2020 - August 2020

Project Background

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.

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 search bar and categories for "For You", "Child Care", "Pregnancy", "Beauty", etc. A post from "Anonymous" is shown: "Should pregnant and breastfeeding women avoid some types of fish?". A response from "Dr. Asif Saha" (Medicine Specialist) is provided: "You are encouraged to eat a variety of food when pregnant but some foods must be avoided. Some fish have high mercury content which may harm the developing nervous system of your baby. Some contain pollutants such as dioxins and PCBs (polychlorinated biphenyls). These may be harmful to the baby and must be avoided." Below the stream are icons for video calls, anonymous messaging, and product purchases.
- Packages:** Shows the active subscription package: "Maya Free" (Lifetime, no expiry date, limited access). It also lists recommended packages: "Weekly Package" (7 days, b100), "Monthly Package" (30 days, b500/b300), and "Daily Package" (1 day, b20/b15).
- Experts:** Features profiles for Dr. Tangina Sharmeen (Medical Team Lead), Monzia Mushtaq (Mental Health Lead), and Chayon Kumar Das (Counselor). It includes a button to "Request video call with an expert". Below this, it lists topics for consultation: "Physicians" (200 physicians) and "Counsellors" (19 counsellors).
- User Profile:** Shows the profile of M Nazimuddaula, User since 12 Jun 2020, User ID: 842181. It displays the active subscription package: "Maya Free" (Lifetime, no expiry date, limited access). Below this are sections for notifications, answered questions, pending questions, expert followups, video call history, and chat history.
- Video Call:** A payment screen for a "Video Call" package. It shows the price as b100/b200, a "Promo Code" input field, and a "Buy this package" button. It also includes a note: "Great package for light sickness. You can video chat with an expert, ask question and get prescription service."
- Expert Profile:** Shows the profile of Dr. Tangina Sharmeen, Medical Team Lead, MBBS. It includes a quote: "Learning never exhausts the mind. Serving always broadens the mind." Below this is a "Request video call with this physician" button and a section for user ratings.

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.

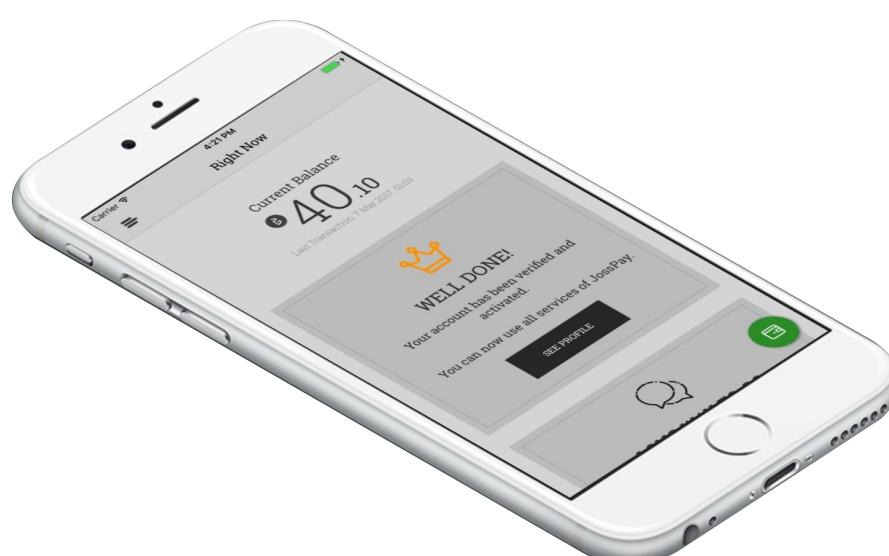
Back in 2014, G&R developed an internal wallet to handle transactions with advertisers, publishers and agency partners. Soon we had to build the process to calculate the transaction real time, handle fraudulent activities and connect with different payment sources.

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)

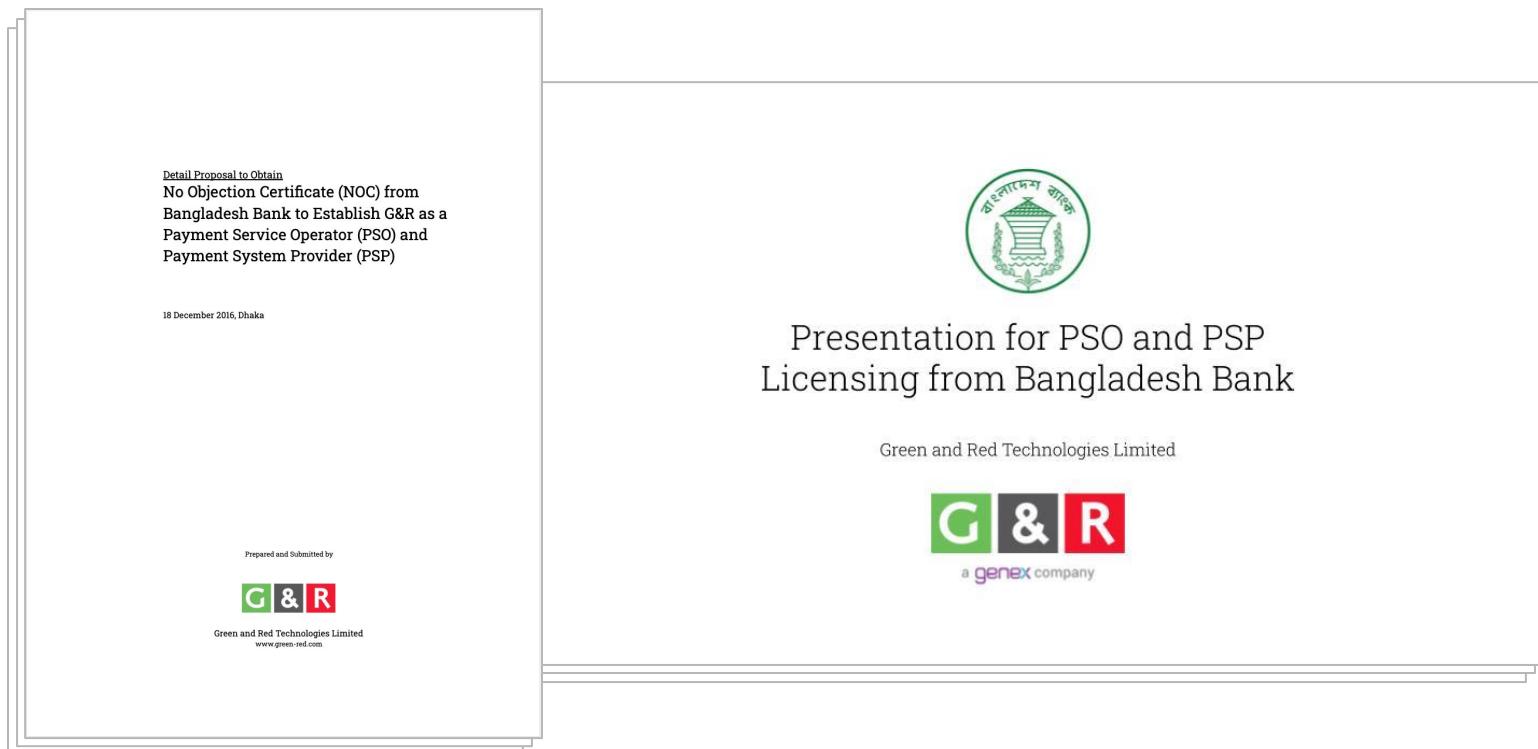


The Challenge

Back in 2014, digital payment was a real challenge for doing internet business in Bangladesh. For advertising technology, the challenge was way more 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 a regulatory approval was made mandatory to build any fintech product.

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



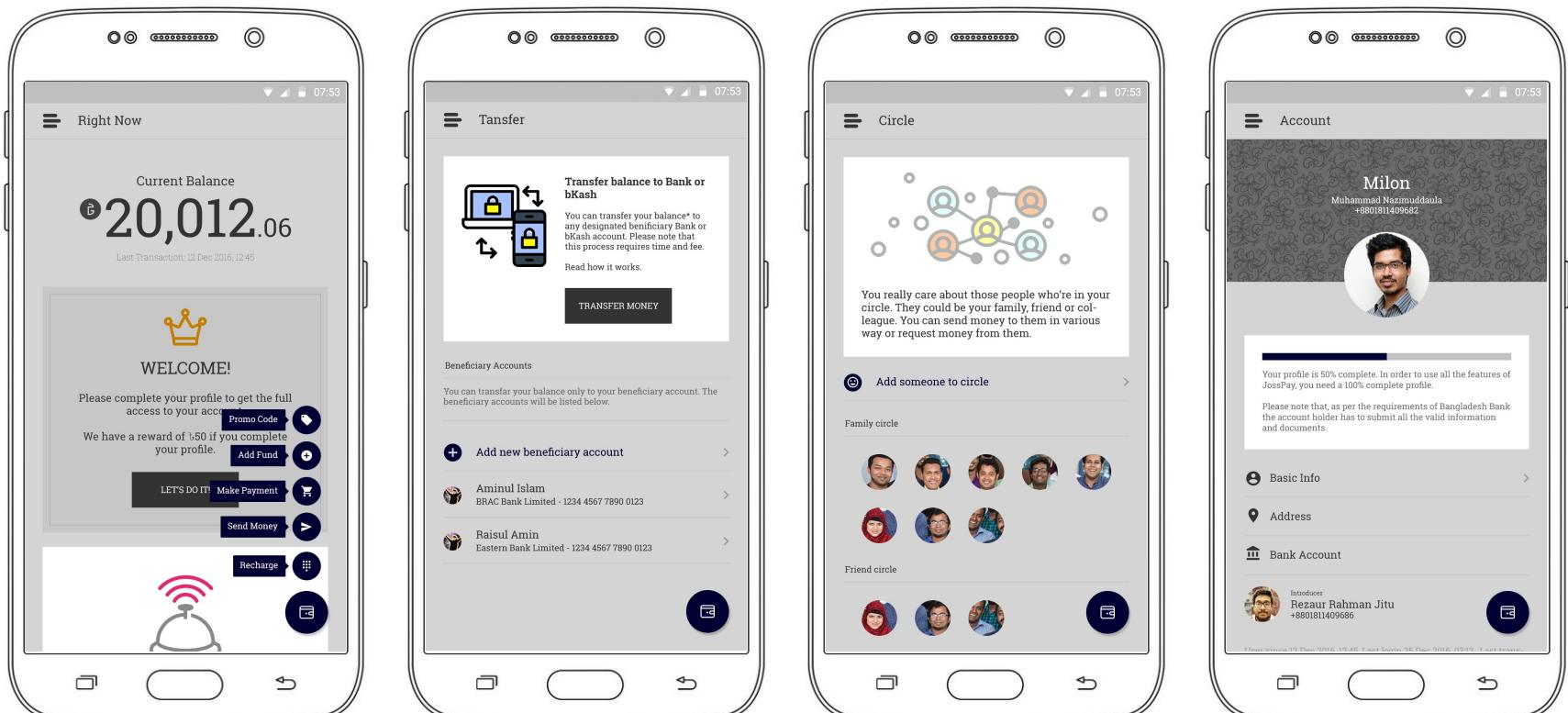
My Role

From inception to beta, I've spent around 2 years to build 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 a 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 omni-channel 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 internal team, customers and partners face on a daily basis.

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

Challenges

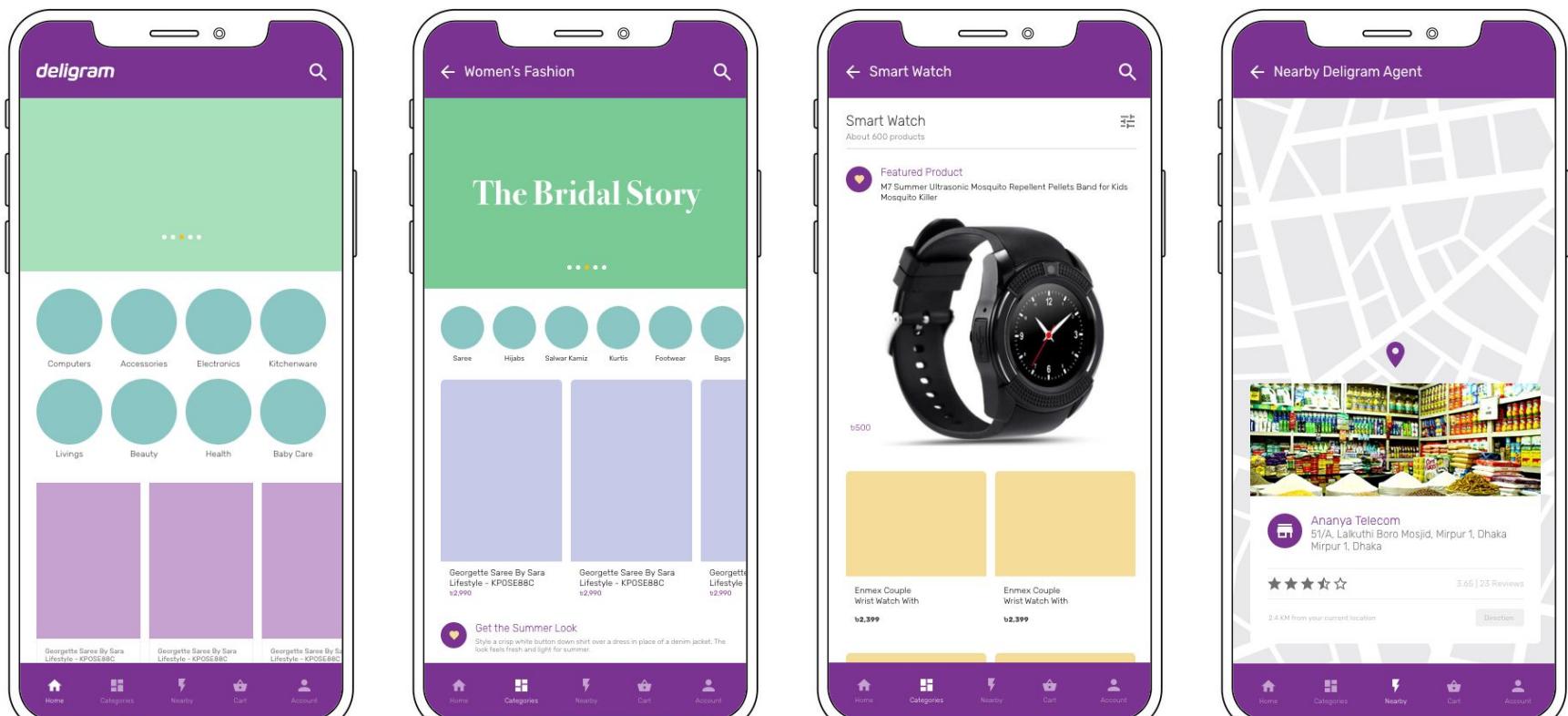
Deligram invested quite a long time to build their StoreBack. It was to manage inventory, delivery etc. The backlog was too long for customer acquisition channels. They have a website but no Android or iOS app.

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

Solutions

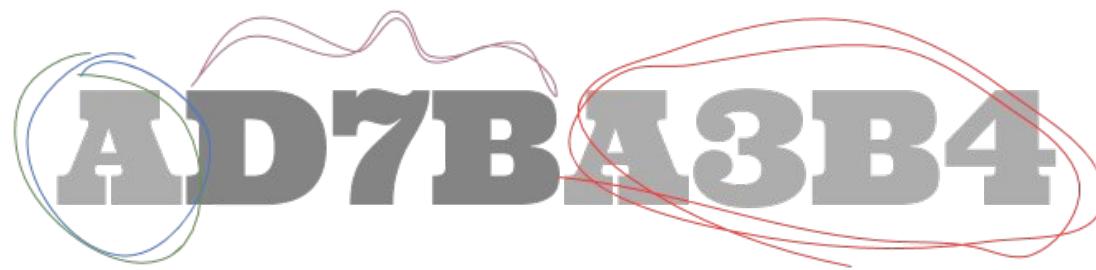
A light-weight website specially made for mobile devices with app like interface and experience. It was developed in a week by the existing team. An Android app also released with the webviews.

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





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.

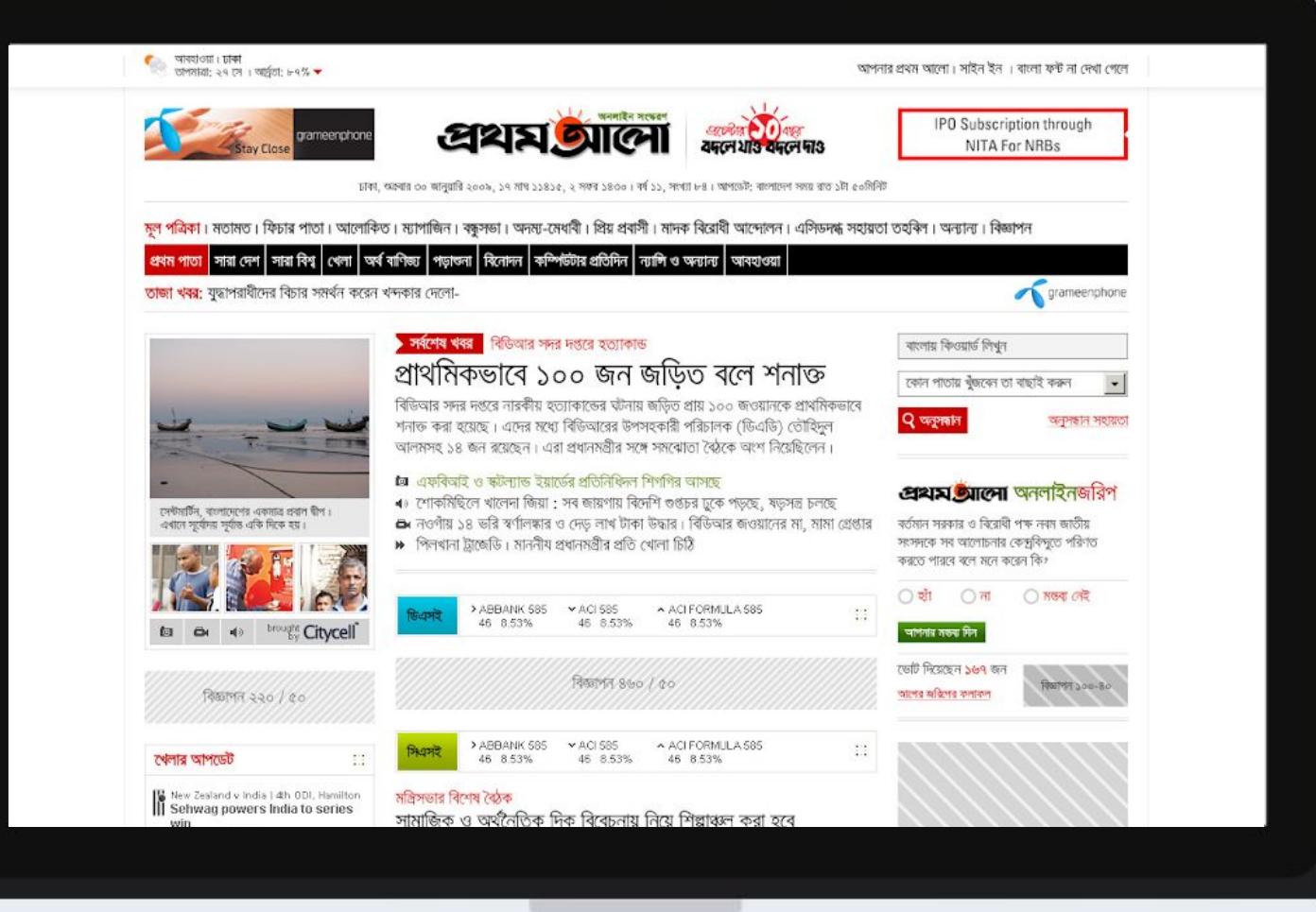
Order by Phone Call

A revised version of Deligram kiosk at agent point holding a product catalogue 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 from across the globe.

But back in 2009, it was a different story. Though they were still most popular with their print edition, but their digital presence were quite insignificant.

Project Background

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

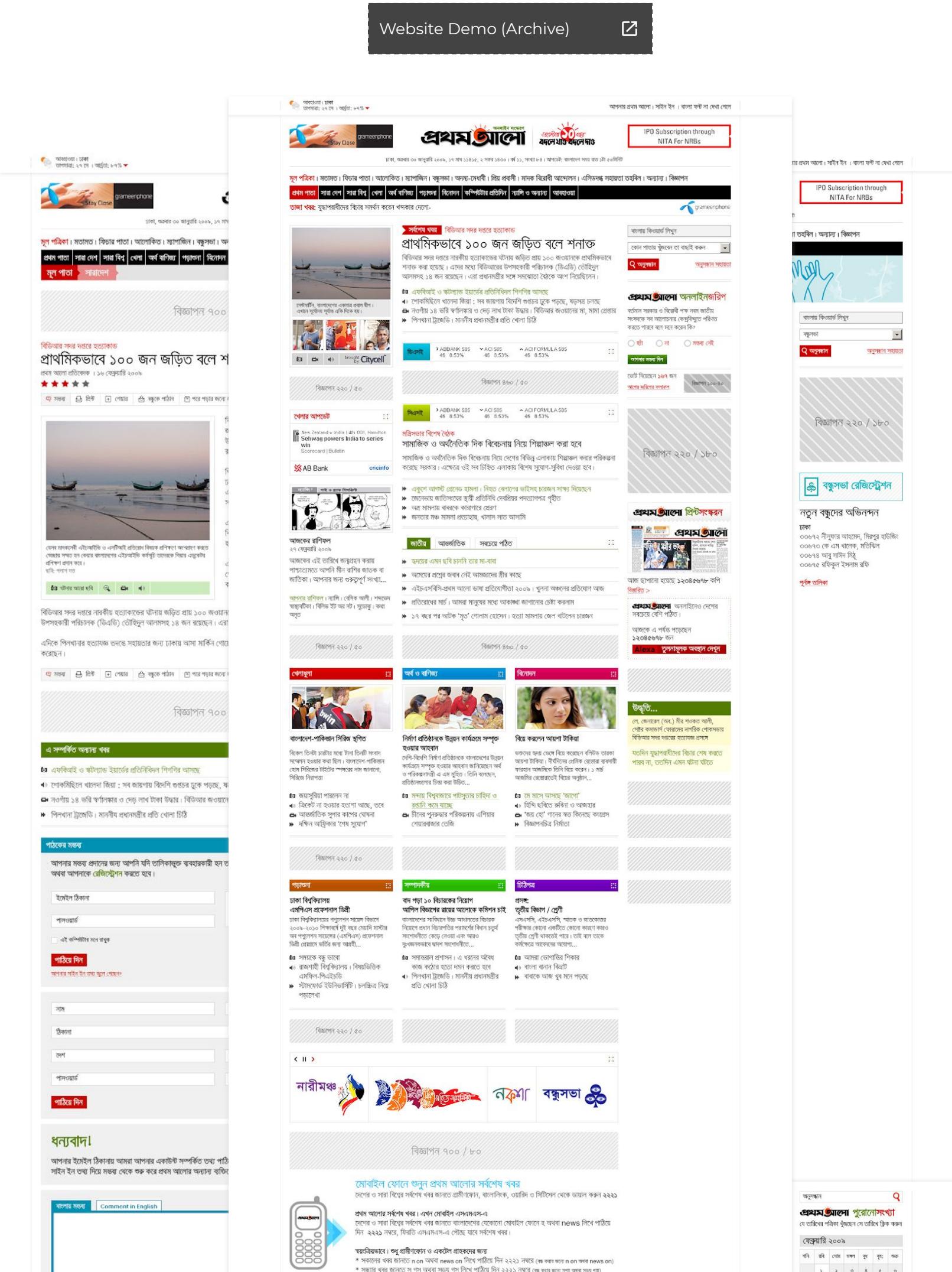
After the primary selection of my design, they asked me to offer a complete solution including a Content Management System (CMS), the website design and development process, hosting solutions and maintenance for 1 year.

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 about project management.

My Role

Though I was supposed to be the product designer of this project, but soon I was assigned 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 Prothom Alo website, the whole print and web content management process was built with ASCII fonts.
- CMS: Though there were a couple of open source software which can deliver their content management solutions but 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 weeks to find an effective way to communicate with the decision makers. There were disagreements till the last day, but we built some hacks:

- 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, Prothom Alo website is being considered as a money making machine.

The screenshot shows the Prothom Alo CMS dashboard. On the left, there is a sidebar with a navigation menu. The main area is titled "Adding new item". It contains fields for "Heading", "Sub Heading", "Author", "Description" (with a rich text editor toolbar), and "Publish time" (set to 21 Dec 2009). There are "SAVE AS DRAFT" and "PUBLISH" buttons. A "Tag" field is also present, with a note: "Use 'coma' between tags if you use multiple tags." At the bottom, there is a list of tags: Bangladesh, Politics, Government, National, International, Sport, Business, Society, Clash, War, Peace, Dhaka, Khaleda, Hasina, Zillur.



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.

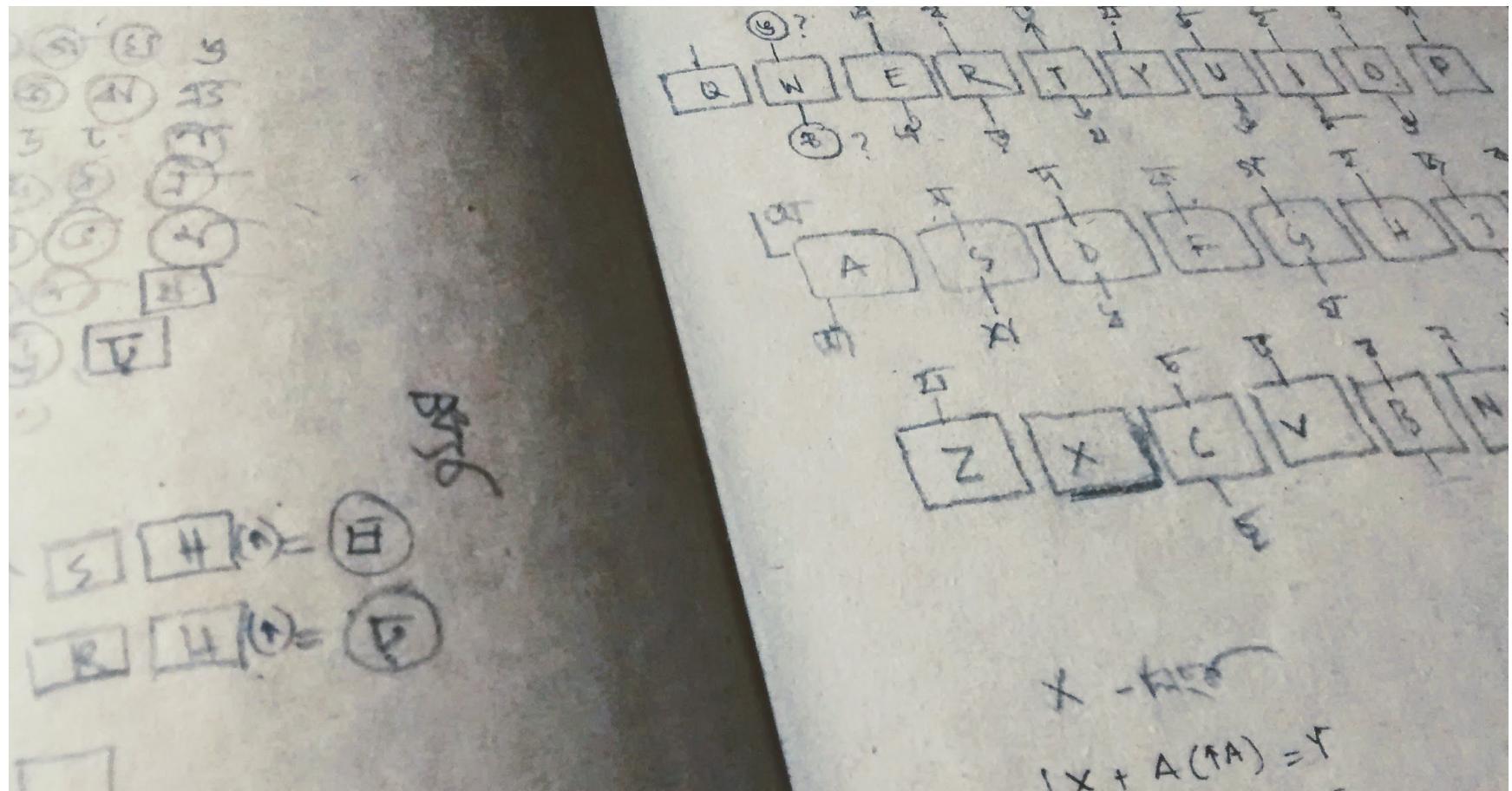
Unlike phonetic keyboards, it allows the user the freedom to write anything in Bangla by tapping on the keys (not auto suggested).

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 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

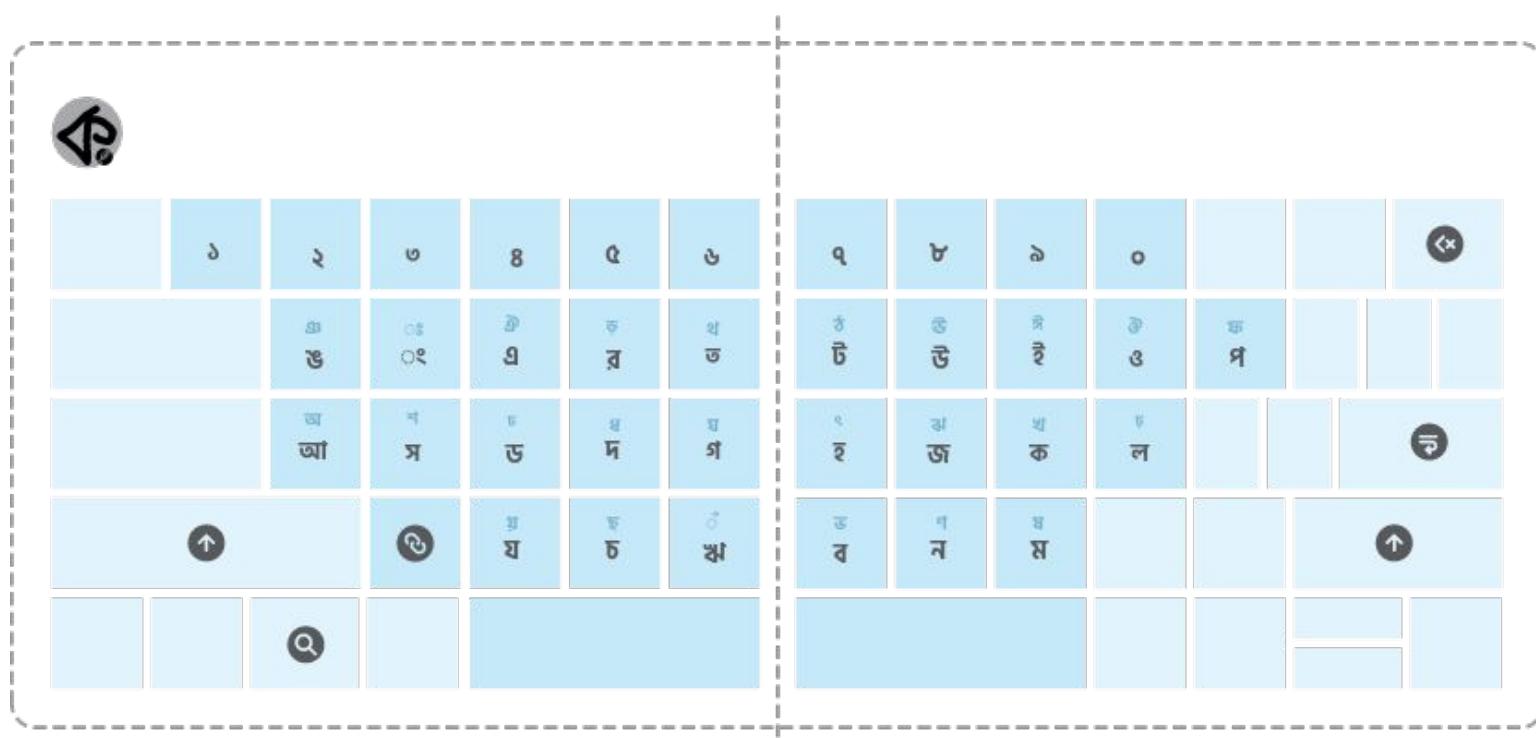
We have 50 alphabets in Bangla. Among them 11 vowels, 39 consonants. Out of 11 vowels, 10 of them have marks to form consonant grapheme.

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

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 thousands 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.



Extra

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



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



Alap is a platform to discuss important issues. We're not going to allow uploading any image. Launching in Sep 2020.



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



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



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



A publishing channel of Lekhok for lifestyle contents. 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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