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Current Location: Dhaka, Bangladesh

<http://nazim.uddau.la> | [LinkedIn](#) | [Portfolio](#) | [Dribbble](#) | [Journal](#)

A Graphic Designer specializing in Product Strategy, Design, and Management.

Key Skills:

- Entrepreneurship: I've developed products from inception, built a team from 1 to 50; grew the revenue from zero to millions, and contributed to a successful acquisition.
- Product Design and Management: In the last 10 years, I've spent most of my time planning and designing UX and UI for different products that impact business goals.
- Graphic Design: From conceptualization to final production, I can contribute to sketching, drafting, illustrating, type designing related to any brand communications.
- Content Writing: As a freehand writer I can contribute to content designing for web, app, or any other communication tools and I have been doing it along with product design.

Professional Experience:

- Head of Product at [Chaldal](#) → January 2021 to Present

Chaldal, a Y Combinator alum (S15) delivers groceries to doorsteps in the major cities of Bangladesh. I'm leading a small team of Product Designers and Associates to bring improvements to the multiple products of Chaldal and its subsidiaries, used by millions of customers and our internal teams. I am also leading some Brand Marketing initiatives and building a new team.

- [Chaldal Year in Review for 2020](#) was the first project for me after joining Chaldal which brought a lot of media attention as Chaldal

was one pioneer service that helped the community during the pandemic.

- Currently, I'm leading a project called [Chaldal Referral Program](#) which is now running as beta. I've drafted the basic requirements, product flows, and wireframes.

- Chief Product Officer at [Maya Digital Health](#) → December 2019 to December 2020

Maya is Bangladesh's largest digital health consultation platform connecting users with physicians, counselors, nutritionists, and beauticians. My core responsibility was to lead the product design and development process with a small team of engineers, designers, and product managers.

- I led the redesigning project of the [website](#) where I also planned the basic layout, contents, and other visuals.
- I've launched the brand new [iOS app for Maya](#) with the help of an external developer team. I've designed every single screen, led the project management, and organized the launching event. It was one crucial development that helped Maya to bag their [Series A funding](#).

- Head of Product Design at [Deligram](#) → July 2019 to November 2019

Deligram is a technology-enabled retail startup in Bangladesh. I helped to implement a mobile-first approach by creating seamless product experiences for both web and app users.

- Co-Founder at [G&R](#) → May 2010 to June 2019

I co-founded this startup and have contributed from inception to the merger. Built a team from 1 to 50+ and during acquisition we were serving monthly 1 billion ads, making us the largest ad technology platform of Bangladesh.

G&R was featured on the Wall of Startups at [Google I/O 2014](#). In 2015 [G&R was acquired by Genex](#), a local BPO company that went public in [September 2018](#).

→ Chief Executive Officer at G&R → September 2015 to June 2019

Major roles: Daily Operations, Product Development, New Business, Corporate Affairs, Revenue, Finance, Growth, and Merger Process.

- G&R started serving 1 billion ads per month by July 2016 and became the largest platform reaching most local audiences.
- By the 2nd half of 2017, G&R launched another groundbreaking product JossWork to digitize the workplace.
- In October 2018, G&R received a NOC from Bangladesh Bank to develop an eWallet.

→ Chief Product Officer at G&R → September 2012 - August 2015

Major roles: Product Planning, Design, and Management.

- Launched G&R 3.0 in August 2014 with a brand new UI, more sophisticated and advanced tools for advertisers, publishers, agencies, and internal managers that resulted in 15X growth of revenue.
- G&R Ad Network became the 3rd largest ad tech platform in Bangladesh after Google and Facebook. G&R was featured on the Wall of Startups at Google I/O 2014. In February 2015, the announcement of the acquisition of G&R by Genex Infosys got published.

→ Chief Operating Officer at G&R → January 2012 to August 2012

Major roles: Product Design, Project Management, Branding, and Promotional Strategy, Revenue, Team Building, Daily Operation, Growth.

- Growth of customer acquisition and product efficiency led the management to hire the 1st CEO for the company.

→ Product Director at G&R → June 2011 to December 2011

Major roles: Product Design, Project Management, Branding, and Promotional Strategy, Revenue, Team Building.

- In August 2011, G&R launched the groundbreaking product for Bangladesh - G&R Ad Network, to connect the advertisers with local publishers.

→ Art Director at G&R → May 2010 to May 2011

The first thing I've done for G&R was to draw 3 little boxes and write 3 characters on them. For the next 1 year, I've planned, designed all other communication tools, and build a team that later made G&R a trusted internet brand of Bangladesh.

Major roles: Inception, Brand Strategy, Product Planning, Drawing, Illustration, Design, Hiring, and Project Management.

- Creative Consultant at [Kormo by Google](#) → September 2018 to October 2018

Kormo is a job discovery platform by Google's Area 120 initiative. During their launch in Bangladesh, I've helped them to localize the communication tools.

Major roles: Design, Localizations, Creative Strategy, Launching Plan.

- Co-Founder at [Color Talking](#) → January 2011 to Present

A startup based in Dhaka aiming to improve the Bangla reading and writing experience on technology platforms. We're creating amazing online brands for internet audiences of Bangladesh since 2011.

Part-time and Volunteer Experiences:

- Contributing Editor at Lekhok.com - I have often written here since April 2014.
- Typographer at Amar Bornomala - November 2012 to March 2013
- Design Consultant at CARE Bangladesh - April 2007 to December 2009
- Logo Designer at Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
- Part-time Design Manager at eBizzSol - September 2005 to March 2010
- Part-time Graphic Designer at Bull's Eye - April 2004 to August 2005
- Trainee Animator at GlobeKids - October 2002 to June 2003

Education:

- University of Dhaka - Master of Fine Arts (MFA), Graphic Design, 2005 - 2006 (completed in 2010)
- University of Dhaka - Bachelor of Fine Arts (BFA), Graphic Design, 2001 - 2004 (completed in 2007)

Communication Languages:

- Bangla: Native or bilingual proficiency
- English: Professional working proficiency

Interest:

- Sports - Cricket, right arm slow-medium bowler, right arm batsman.
- Writing - Freestyle writer, community blogger, editor.
- Cooking - Love to cook for my family, good in some Bengali dishes and desserts

Featured In:

- [CSS Design Awards](#): Website of the Day, 26 March 2011
- [Google I/O 2014](#): Wall of Startups
- [Future Startup](#): An Interview With G&R CEO Muhammad Nazimuddaula