Awlad Hossain

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SUMMARY

An experienced Product Designer with over **6+ years** of **product design experience** and over **2+ years** of graphic design experience. Expert at crafting user-centric products, collaborating with more than **50+ clients** and **15+ companies**. Expertise in converting user insights into intuitive experiences. Dedicated to **creating growth-oriented solutions** with a visual appeal.

EDUCATION

Bachelor of Business Studies (BBS) | Bangladesh Open University, Dhaka, Bangladesh | 2017 – 2019T
- **CGPA:** 2.99

WORK EXPERIENCE

Product Designer | Wedevs | June 2025 - Present | Dhaka, Bangladesh

WeDevs, a software company from Bangladesh, focuses on Saas, WordPress products, and services. They're famous for creating Saas like Dokan Cloud, plugins like Dokan, WP Project Manager, WP User Frontend, and more, making WordPress easier for everyone.
- ➔ Led the end-to-end product revamp of **Dokan Cloud Web & Mobile App,** from defining the brand system to redesigning core user flows and experiences, creating a more scalable and user-centered platform.
- ➔ Rebuilding the **design system** from scratch by introducing a new color and typography system and tokenizing core UI components to support a scalable, multi-product ecosystem.
- ➔ Partnered with cross-functional teams on **Klasio** and **FlyWP** to improve usability, consistency, and overall product experience according to the UX perspective.

Senior UI/UX Designer | Programming Hero | June 2022 - May 2025| Dhaka, Bangladesh (Remote)

Programming Hero is a renowned AI-based Bangladeshi EdTech company that offers an innovative online platform for learning programming languages in an engaging and accessible way, catering to both beginners and experienced coders.

- ➔ Owned the complete design journey of **Zenyora**, Programming Hero's first global product, from concept to MVP, building an accessible, scalable, and user-centric web application.
- ➔ Designed end-to-end 2.0 learning experience UX for key web and mobile products, including **Skill Mapper, HQ CRM, Routine Builder, Ersa Chatbot, Help Desk, Meetify, and Neptune App**.
- ➔ Led UX research, usability testing, and data-driven design to improve user engagement and learning experience for **1M+ users**.
- ➔ Created **design systems and high-impact websites** (Web Course, Phitron, etc.), ensuring consistency, accessibility, and faster development.

Senior UI/UX Designer (Volunteer Project) | **Diabio** | April 2024 - December 2024 | Dhaka, Bangladesh (Remote)

Diabio, a Bangladesh-based medical startup, offers comprehensive software solutions for diabetes management. Our product helps diabetic patients stay informed, maintain daily routines, monitor physical health, and build a healthier lifestyle.
- ➔ Building a user-friendly experience for Diabio, a medical software platform. We design features like a secure login System, informative blogs, and an engaging forum, all aligned with product vision and user needs.
- ➔ I volunteer for the design process for products. This includes interacting with users, testing designs, creating mockups, and establishing design guidelines. I use all this information to ensure the product is both user-friendly and beneficial to the business.
- ➔ Building the first Design System from scratch to maintain the Diabio product with better consistency and better collaboration with the development team.

UI/UX Designer & Mentor | Creative IT Institute | Oct 2021 - Aug 2022 | Dhaka, Bangladesh (In-house)

The Creative IT Institute, the premier IT institution in Bangladesh, provides comprehensive training and software design services to international clients, solidifying its position as a global industry leader.

- ➔ Led product design for international clients at Creative IT Institute, ensuring user-centric experiences through UX research, competitor analysis, and user testing.
- ➔ I brought websites like Creative Business Group and Bright Skill products for students, crafting user journeys from scratch to final design.
- ➔ Empowered 1 million students with a custom web application for the Bangladesh ICT Olympiad.

UI/UX Designer | Nurency Digital Agency | Dec 2020 - Sep 2021 | Dhaka, Bangladesh (On-site & Remote)

Nurency Digital Agency, based in Bangladesh, specializes in crafting websites and apps that leave a lasting impact. Nurency's focus is on user-friendly design, ensuring seamless experiences that drive business success.
- ➔ Crafted user-friendly apps and web experiences for global and local clients, streamlining tasks and boosting engagement.
- ➔ Designed user experiences for diverse industries such as food, e-learning, travel, Sports, Event & Task Management, Medical, etc, to simplify tasks and empower users across 20+ client projects.

Graphic Designer | The Daily Ganomukti | June 2017 - Apr 2020 | Dhaka, Bangladesh (On-site)

For over five decades, The Daily Ganomukti has been a trusted source of news and analysis in Bangladesh. Stay informed with our in-depth reporting on a wide range of topics.
- ➔ Revamped Ganomukti Newspaper's print design for a modern and engaging reader experience.
- ➔ Designed over 100+ eye-catching advertisements and branding materials (logos, flyers, posters) for Ganomukti Newspaper's government & private clients.

TEACHING WORK EXPERIENCE

UI/UX Designer Mentor | Programming Hero | June 2022 - Present | Dhaka, Bangladesh (Remote)
- ➔ As a senior designer at Programming Hero, I also mentor software developers taking design courses.
- ➔ A comprehensive guide to UX design principles for developers, covering both concept and implementation. In addition to practical steps for smooth developer handoff, it provides insights into how users form meaningful connections with design and hands-on Practical examples.
- ➔ Over the past decade, I've mentored around 20000+ students in our web courses, SCIC, Level Two, Endgame, Job Placement, and Fitron programs, and Still Counting.

UI/UX Designer Mentor | UserHub | Nov 2023 - Dec 2023 | Dhaka, Bangladesh (Remote)
- ➔ Served as a contracted mentor for the UX Design Batch at UserHub.
- ➔ I conducted specialized classes on Mobile App Design, Website Design, Prototyping, Design Systems, Color Theory, Typography, and Advanced Figma at the institute, guiding students through these essential aspects of UX/UI design.

UI/UX Designer Mentor | Creative IT Institute | Oct 2021 - Aug 2022 | Dhaka, Bangladesh
- ➔ Served as a Full-Time mentor for the UI/UX Design Batch at Creative It Institute.
- ➔ I led comprehensive courses covering User Research, Interaction Design, Design Systems, Color Theory, Typography, Visual Design, Mobile and Web App Design, Prototyping, and Usability Testing.
- ➔ During this teaching period, I can introduce students to the most advanced software design tools such as Figma, Framer, and Photoshop.

SKILLS & DESIGN PROCESS

- ➔ **Research:** User research, Data analysis, A/b testing, user journey mapping, Persona, Hypothesis, card sorting, User flow, Information architecture, Usability testing.
- ➔ **Ideation & Prototype:** Create any idea with a pen and paper, then use Figma to create rapid & advanced prototyping.
- ➔ **Design:** Interaction & UI design using Figma and Framer. User flows using Whimsical, Wireframe, and mockup. Design System, Style guides & library.
- ➔ **Collaboration:** Features strategy presentation, facilitating design review & critique, Knowledge sharing, Cross-functional collaboration, Team with Developer-friendly Design Handoff & support.
- ➔ **Software & Tools:** Figma, Framer, Adobe Creative Suites, Miro, Jira, Notion, Whimsical

PROFESSIONAL COURSE

- ➔ **Digital Product Design(UI/UX):** Google UX Design, Udemy, Creative IT Institute, UY Lab, Skill Hub