Sumurtokin Mehmud Nebir

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PROFILE

Passionate about merging creativity with functionality, I am a Product designer with 4+ years of experience. I have already helped with SaaS products and worked in other domains like EdTech, FinTech, B2B, and B2C solutions.

LANGUAGES: Bangla (Native), English (Fluent)
SKILLS: Figma, Illustrator, Photoshop, After Effects, Atlassian suits, design system, user-centric design & user flow

EMPLOYMENT HISTORY

weDevs Ltd   Dhaka / Bangladesh
Product Designer, Dokan Cloud & Plugin / Dokan Mobile App   *Apr 2022 – Present*

- Contributed to creating a design system used by a team of 3 designers which increased 32% work efficiency.
- Conducted competitor research to understand customers' needs regarding the Dokan mobile app checkout process, which resulted in the development of a new checkout flow that has increased customer renewal by 27%.
- Created user flows, wireframes, and visual design for Dokan Cloud Subscription, Digital Product, Storefront Order & other modules following the design thinking method which led to a 12% increase in functional feasibility and within two months of the timeframe 1,2% customer transitioned into paid customers.
- Implemented responsive design on the company website, resulting in a 21% increase in mobile web traffic.
- Designed landing pages for the Dokan Cloud, resulting in 10k+ traffic generated within the initial month.

Crowdbotics   Remote / USA
UX Designer, Ohio / Growtal CMS / PRC Macro / IEP   *Apr 2021 – Mar 2022*

- Effectively communicated goals and the interplay of ideas and concepts with the Project Manager and clients, resulting in an 8% reduction in the project's deployment time.
- Successfully completed Ohio and Growtal CMS project with assembling all available facts before making decisions which deducted functional redundancy by 15%.
- Conducted rapid iterations and design variations for the PRC Macro mobile application, resulting in achieving milestones 13% faster.

Feed U Technologies   Remote
UI/UX Designer   *Apr 2020 – May 2021*

- Successfully revamped the Feed-U mobile application, promoting it post-launch and achieving a remarkable 32% increase in retention rates compared to the previous metrics.
- Designed the Ketopet mobile application with a focus on user-centric design principles, resulting in over 1,000 downloads on the Google Play Store.
- Implemented website builder design for Smart School, resulting in positive feedback from users and an 11% increase in customer engagement.

EDUCATION

B.Sc. in Computer Science and Engineering   **2019**
American International University Bangladesh (AIUB)

COURSES

UX Design Course - Fundamentals (**EntryLevel**)	Online
HCI & Other UX Design courses (**Interaction Design Foundation**)	Online