

ZAKERA WADUD

PRODUCT DESIGNER

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Dedicated Product Designer with over 3 years of hands-on experience in designing applications and dashboards, adept at transforming requirements into strategic, user-centric experiences. Seeking to bring advanced skills in Figma, Adobe Clouds to contribute to the success of the organization.

EXPERIENCE

UX/UI Designer | HCL Designs

AUGUST 2023 - PRESENT | USA

- Designed a website and blog for [AAVRANI](#), a beauty brand specializing in both hair and skincare products, which was **featured in Sephora**.
- Achieved ~25% faster design process with reusable components and comprehensive design system.
- Rapidly prototyped designs, conducted ideation sessions, and synthesized feedback for strategic decision-making.
- Reduced interaction costs by 15% via user flow analysis for a streamlined product.
- Ensured accessibility and compliance with WCAG 2.0 standards across all projects.
- Created and maintained scalable system designs that supported a wide range of products, enhancing the overall design consistency and efficiency.
- Organize and manage tasks in ASANA for effective collaboration with management and peers.

Visual Designer & No Code Developer (Part Time) | Hart & Co Ltd

JUNE 2022 - PRESENT | Canada

- Worked for the clients including [Introhive](#), [OCEG](#), [Propense.ai](#)
- Designed an AI-based SaaS beta product for Propense.ai, which secured a seed funding of **\$3 Million**.
- Crafted lead-generating landing pages for CRM companies.
- Developed landing pages using no-code platforms (WordPress, Unbounce, Landingi, Incubator, Squarespace).
- Successfully migrated over **50** static web pages from Unbounce to Wordpress.
- Created marketing materials like ebooks, banners, Google slides, one-pagers.

SKILLS

UX DESIGN

- User Research
- User Stories
- User Flow
- User Personas
- Information Architecture
- Card Sorting
- Wireframing
- Prototyping
- Usability Testing
- UX Audit

UI DESIGN

- Web/Mobile App Design
- Website Design
- Accessible Design
- Responsive Design
- Design System
- Illustration

TOOLS

- Figma
- Adobe XD
- Photoshop
- Illustrator
- Canva

NO CODE DEV TOOLS

- Wordpress
- Unbounce
- Squarespace
- Wix

Product Design Intern | Ostad

DECEMBER 2022 - FEBRUARY 2023 | Bangladesh

- Designed a Recruitment SaaS dashboard with a team of 2 developers and 2 Project Managers.
- Simplified the design process as the sole designer on the project. Conducted quick interviews and organized research findings systematically
- Executed visual design and crafted smooth interactions for an engaging user experience. Conducted usability testing to enhance the overall user experience

UX/UI Designer | Dezzlab

APRIL 2021 - MAY 2022 | Bangladesh

- Led and mentored a team of **3** designers in crafting user interfaces for more than **20** projects.
- Produced low-fidelity, high-fidelity mockups, and interactive prototypes.
- Proactively Identified and resolved UX challenges in a dynamic and fast-paced work environment.

FREELANCE UX PROJECTS | Upwork

MARCH 2020 - PRESENT

Successfully completed a total of 12 projects. Throughout these projects, I demonstrated versatility in my skills, tackling diverse tasks with creativity and precision. Clients consistently commended my commitment to delivering high-quality work within specified timelines.

Key Projects:

- **Gas Station Finder Mobile App, Website and Web App:** Crafted a user-friendly mobile app, website, and web app for a collaborative gas price crowdsourcing project.
- **Digital Device Renting Web App:** Designed an e-commerce platform for renting digital products, focusing on user feedback and ratings.
- **Goal Management Web App:** Contributed to a goal-setting social media web app, enhancing user experience, and creating a design system from scratch.

EDUCATION

B.Sc. in CSE

University of Dhaka, GPA - 3.02

MBA

University of Dhaka, GPA - 3.50

CODING

- HTML
- CSS

SOFT SKILLS

- Attentive Listening
- Problem Solving
- Critical Thinking
- Attention to Detail
- Time Management
- Quick Adaptation
- Continuous Skill Improvement
- Collaboration with Developers
- Effective Communication

CERTIFICATION

UX Design Certification

[Brainstation](#), Canada, 2022

Advanced Product Design

[Platoon](#), Bangladesh, 2022

Google UX Design Certificate

[Coursera](#), 2021

Product Design

[Nurency Academy](#), 2021

UX/UI Design

[The Dash Studio](#), 2020

ACHIEVEMENT

Upwork

Achieved [Top Rated](#) Status