ZAKERA WADUD

PRODUCT DESIGNER

+1(902) 441-8211 | Dartmouth, Nova Scotia, Canada

zakera.wadud@gmail.com | LinkedIn | Portfolio

I bring 8 years of combined experience, with 4 years focused on design and 4 years in technology, enhancing my comprehensive understanding of digital products. My diverse background allows me to blend aesthetics with functionality, ensuring projects are visually appealing and technically robust. Known for rapidly adapting to new technologies and software, with a deep understanding of user research, usability testing, and information architecture. Committed to enhancing digital interfaces through meticulous design and strategic user experience optimization.

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**.
- Utilized Figma to create reusable components and a comprehensive design system, reducing design process time by approximately 25%.
- Rapidly prototyped and iterated designs, based on user feedback and usability testing.
- 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.
- Played a key role in integrating design best practices within the organization, fostering a culture of continuous improvement and innovation.
- Managed multiple projects simultaneously

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

Product Design Intern | Ostad

DECEMBER 2022 - FEBRUARY 2023 | Bangladesh

- Designed a Recruitment SaaS dashboard with a team of 2 developers and 2 Project Managers.

- Led the end-to-end design process, from concept to execution. Simplified the design process as the sole designer on the project. 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 a team to deliver over **20** digital products, focusing on responsive design and user experience improvement.

- 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 delivered a total of 12 projects, demonstrating versatility in UX/UI design across various industries and platforms. Clients consistently commended my commitment to delivering high-quality work within specified timelines.

Senior Officer | Southeast Bank Ltd

JUNE 2010 - OCTOBER 2014 | Bangladesh

- Maintained and upgraded the bank's core banking software to ensure optimal functionality and performance.

- Conducted regular assessments of the software to identify necessary updates or improvements.

- Implemented updates and patches to keep the system secure and up-to-date, enhancing user experience and protecting sensitive data.

- Provided training and support to branch staff on the features of the updated software, ensuring effective utilization in daily banking operations.

EDUCATION

B.Sc. in CSE
University of Dhaka, GPA - 3.02

MBA
University of Dhaka, GPA - 3.50

- Squarespace
- Wix

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