

# EMRAN HOSSAIN

Senior Product Designer • B2B & SaaS expert • Design Mentor • Front-end developer

With over 8+ years of experience crafting compelling and customer-centric solutions for B2B & SaaS startups and corporations. Adept in leading cross-functional teams and fostering collaborative environments to deliver market-leading products. Extensive knowledge on accessibility and usability. As a mentor and Agile believer, I bring a blend of technical prowess, creative vision, and leadership acumen to drive product innovation and achieve business goals. I am seeking a challenging position in a top tech company to further harness and contribute my design expertise.

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 [designwithemran.com](https://designwithemran.com) (Portfolio)

 [Emran Hossain](#) (LinkedIn)

## CAREER HIGHLIGHT

- **Lead designer in Multiple successful launches** : Successfully launched over 20+ products(e-commerce, SaaS, AI) with over a million user-base in each product.
- **Recognized for excellence in collaborative team environments** : Increasing average ship to market time by 80% through my workshops and loud thinking.
- **Mentored over 2000 Jr Designers** : An active volunteer Design Mentor on ADPlist, Actively mentoring local teenagers for free to break into tech.
- **Launched 2 AI based product** : An AI content generator with SEO mode SERP readiness and built in automated analysis, A conversational chatbot for a Bank.

## WORK EXPERIENCE

### The Total Office (DUBAI) - Lead Product Designer - APR 2023 - Present

- Took initiative and redesigned customer on-boarding and product page with an **87% increase in user conversion within 3 months**.
- Introduced ARIA attributes and **Customizable Keyboard navigation** resulting in **98% user satisfaction** from individuals with diverse abilities when using our new product.
- Experience of taking Ownership of the entire design process from **problem understanding, defining customer outcomes, concepting, final delivery and ongoing iteration**.

### MarketTime B2B (USA) - Lead UX/UI Designer - MAY 2022 - APR 2023 ( 1 year Contract)

- **Designed automated user flows of repetitive tasks** on our app ecosystem resulted in new and legacy users feeling more “relaxed” and a **50% increase in Time to Completion**.
- Implemented a redesigned design system, **saving 60% on system upgrades, 50% increase in design delivery** and simplifying developer project transitions.
- Achieved **WCAG compliance** with brand-new design system, also Collaboratively built a brand-new payment processing feature named “mtPay” which had **95% user adoption rate**.
- Earned leadership status within the organization by taking ownership of **User Experience(UX), Customer Experience(CX)** journey and redesigned them accordingly

### XpeedStudio (BD) - Lead Product Designer - JAN 2022 - MAY 2022 (5 MONTHS CONTRACT)

- Developed and launched a **successful AI content generator** WordPress plugin with a team of 6 as Lead, **attracting 100K+ unique users within 2 months of release**.
- **Tripled user conversion rate** by applying Lean UX Principles, **achieving over 1M app downloads and 50K unique users**.
- Boosted site engagement by **80%**, organic traffic by **90%**, and **attracted 71% more** unique visitors within the first month.
- Consistently improved Customer Experience using standard **micro interactions, efficient storyboarding, and automation, Facilitating workshops for Jr Designers**.
- Fostered collaboration and up-skilled Design & Dev teams through **personalized design workshops held by me resulting in 30% increase design deliverables**.
- I articulated complex Interaction concepts in a manner that resonated with stakeholders perspectives, earning their support and trust in my approach.

### Insidemaps (USA) - Product Designer, Sr Product Designer, Lead Product Designer - MAR 2020 - JAN 2022

- Led the successful launch of iOS app v1.8 and v1.9 with my primary focus on **accessibility enhancements like semantic HTML, Logical reading order, Text resizing etc**.
- Implemented a Material Design-based system, standardized design documentation, and design workshops **reducing workload by 50%** within first 3 months of joining.
- Revamped and optimized web and iOS apps, **boosting retention rate by 120%** and **increasing unique users by 80%**.
- Led the research and implementation of brand-new monetization strategies resulting in **8% increase in annual product revenue**.
- Streamlined the onboarding process, **reducing the time** it takes for new users to **become active by 30%**, leading to a significant improvement in user retention.
- Orchestrated a **successful app localization initiative**, expanding the user base to new international markets and achieving a **40% increase in downloads** in non-English-speaking regions.

### Genex Infosys (BD) - UI/UX Designer, Sr. UI/UX Designer - MAY 2019 - MAR 2020

- Developed an intuitive **Conversational AI for a government bank portal, increasing customer interactions by 40%** and **user satisfaction by 66%**.
- Collaboratively Designed a fast and 97% accurate conversational flow using algorithms, **reducing average query resolution time by 60%**.
- Directing design roadmap **ensuring scalability and a brand-new monetization strategy**.

### BD Tube LTD (GERMANY) - Jr UX Designer, Senior UX Designer - JAN 2017 - APR 2018

- Built an app for farmers collaboratively with advanced search patterns, personalized recommendations, and real-time data **boosting bookings by 40%** and **reducing abandoned bookings by 20%**.
- Interviewed over 200 international farmers, gathered data and **discovered unique behavior pattern** to design the most suitable user experience for them.

## EDUCATION

**UITS - Product Design**  
(Bachelors Degree)

## FUN FACT

I am a Gamer who surprisingly gets worse every year or maybe the young ones are getting better.

### Information Architecture & Interaction Design:

Sitemaps & User Flows, Wire-framing & Prototyping (Figma, Sketch, Origami Studio), Human Centered Design Principles, Accessibility Design

### User Research & Empathy:

User Interviews & Surveys, User Persona Development, User Journey Mapping, Usability Testing, A/B Testing

### Design for Development:

Understanding of design principles for development, Intermediate knowledge of HTML, CSS, JavaScript (React), Swift, Python

### Business Acumen & Product Strategy:

Experienced in Leading product lifecycles, Expert understanding of user metrics and analytics, KPI's, OKR's