

Sashoto Seeam

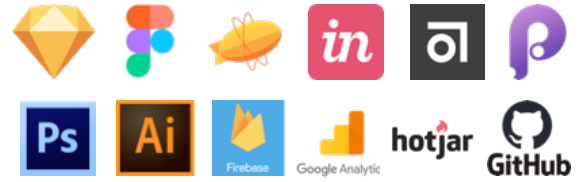
Product Designer & UX Researcher

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About Me

Since **2014**, I have been involved with designing digital products that are used by **millions of people**. My works include a wide range of projects; ranging from on-demand service platforms, eCommerce, healthcare, fintech, and SaaS dashboards. I am well versed in both **UX research** and designing **user interface**.

Software Skills



...and more

Experience

FEB 2020 -
PRESENT

Toptal *Freelance*

Product Designer & UX Researcher

Toptal connects the top **3% of freelance** talent with top brands around the world. It is an elite network of the world's top talent in business, design, and technology. Recently, I have joined this freelance marketplace after a rigorous screen process.

DEC 2017 -
DEC 2019

Pathao *Dhaka, Bangladesh*

Lead Product Designer

Pathao is the fastest growing and #1 tech-based startup in Bangladesh. Currently the **market leader** in local **Ridesharing**, **Food Delivery** and **eCommerce Logistics** service.

- Helped our VP of Design to scale the Design team at Pathao from 4 to 19.
- Lead a 9-month long project which boosted the NPS of Pathao Drive app to 39.
- Completed multiple A/B tests and experiments to measure design impacts on the business.
- Lead the Product Design process for Pathao User App, Food, Parcel & KYC Framework.
- Lead the design process for core Mobile Experience, Service Design, and Complex Dashboards.

APR 2017 -
SEP 2017

CMED *Dhaka, Bangladesh*

UX Designer

CMED is a cloud-based **IoT enabled medical healthcare** system, mostly for providing enterprise solutions. I designed their core web interface from scratch for both enterprise and personal usages. It was connected with smart devices and mobile app.

JUN 2016 -
MAR 2017

East West Media Group Ltd *Dhaka, Bangladesh*

UX Designer

EWMGL, the largest media house of Bangladesh, is a sister concern of Bashundhara Group, one of the largest industrial conglomerates of Bangladesh.

- Worked on two unique social media platforms they were creating.
- Worked on the job finding portal and created the initial interface.
- Took part in the research of an on-demand platform.

JUL 2015 -
DEC 2015

Ice9 Interactive, Remote *Remote, Bangladesh*

Jr. UI Designer

Ice9 is a venture builder based in Bangladesh and focused on providing enterprise solutions for both local and international market. I designed the initial versions of ShopUP, a unique multi-vendor eCommerce platform, which then partnered with Facebook and later made it to Sequoia's Surge batch 1.



Education

2018 -

North South University

Bachelor of Science in Computer Science and Engineering



Volunteer Activities

2013 -

2016

Mozilla Foundation

I was moved by their contributions to the open web and open source communities. I was actively involved in community building, support forum, and I have also managed Mozilla's official social media channel responses as a volunteer.

2015 -

2016

Khan Academy

I, myself, have benefited from the open and free courses of Khan Academy. As a way of giving back, I localized their entire HTML5 app into Bangla and fixed a few bugs with their esteemed engineer Brian R. Bondy, who later co-founded Brave Browser with Brendan Eich(Founder of JavaScript).

Core Skills

- Visual Design
- User Research
- Design Sprint
- Information Architecture
- Product Management
- A/B Testing
- Surveys
- Usability Research
- Design System Management
- Heuristic Evaluation
- Product Strategy
- Native iOS & Android Design
- Responsive Design
- Analytics

Awards

- **Winner** at National Hackathon 2016
- **Runner up** at Firefox App Challenge 2015
- **Runner up** at Smart City Hackathon 2016