

Sashoto Seeam

Product Designer & UX Researcher

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.

EXPERIENCE

Digital Product Designer (Lead), Compucorp Ltd

Jun 2020 - Present, London

Compucorp is a London based globally distributed team, which builds digital solutions and products mostly for charities and different social good organizations. As the first full-time designer, I assembled a team of 3, lead the rebranding process and created a large Design System. Also, the design team has received 100% positive feedback during regular client satisfaction surveys.

Lead Product Designer, Pathao Ltd.

Dec 2017 - Dec 2019, Bangladesh

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

- I helped the 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.
- Established design cycle for Pathao User App, Food, Parcel & KYC Framework.

UX Designer, CMED

Apr 2017 - Sep 2017, Bangladesh

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.

UX Designer, East West Media Group Ltd

Jun 2016 - Mar 2017, Bangladesh

EWMGL, the largest media house of Bangladesh, is a sister concern of Bashundhara Group, one of the largest industrial conglomerates of Bangladesh. I worked on two unique social media platforms they were creating. Also, designed a job finding porta and took part in the research of an on-demand platform.

Jr. UI Designer, Ice9 Interactive

Jul 2015 - Nov 2015, Bangladesh

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

sashotoseeam@gmail.com

Skills

Equity Focused Design (A11y)

User Research

Design Sprints

Wireframing

Rapid Prototyping

Interaction Design

User Interface Design

Design Systems

A/B Testing

Usability Research

Analytical Funnel

OKR & KPI Monitoring

Team Management

Softwares

Figma, Sketch, Invision,

Abstract, Zeplin, Google

Analytics, Firebase, Adobe

Photoshop, Adobe Illustrator,

Miro, Balsamiq.

Development Skills

HTML5, CSS, SQL, Git

Languages

Bengali (native)

English (professional)

Links

sashoto.com

[Linkedin.com/in/sashoto](https://www.linkedin.com/in/sashoto)

[Behance.net/seeam](https://www.behance.net/seeam)

[Dribbble.com/seeam](https://www.dribbble.com/seeam)

Sashoto Seeam

Product Designer & UX Researcher

FREELANCE WORKS

Toptal

Since 2020

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.

Local & International Projects

Since 2014

Since 2014 I have successfully worked with some local and international clients as a freelancer.

I have designed consumer mobile applications, websites and SaaS solutions in different platforms. I have helped to shape Premium Hispanic Dating App (2018), Agile Project Management Tools (2016), Visa Processing & KYC Platform (2017), Classified Site for Motorparts (2014), Web Portal for a global youth centric org (2020) etc.

VOLUNTEER WORKS

Mozilla Foundation

2013 - 2016

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.

EDUCATION

Bachelor of Science in Computer Science & Engineering

North South University

2018 - Not awarded.

AWARDS

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