

# Sashoto Seeam

## *Sr. Digital Product Designer (UI & UX)*

### 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

#### **Lead Product Specialist, Shapla**

Jan 2022 - Current | **Bangladesh (Remote)** / **Part-time**

Shapla is a Dhaka based one-in-all SaaS solution for Human Resource management focusing on modern hybrid workforce.

- Leading the product development cycle by researching requirement, grooming backlogs, and designing the interface.
- Managing a small tech team in the absence of a product manager and CTO.
- Helping with the onboarding of the first 50 recurring paid clients.

#### **Lead Digital Product Designer, Compucorp Ltd**

Jun 2020 - Dec 2021 | **London, UK (Remote)**

Compucorp is a London based globally distributed team, which builds digital solutions and products mostly for charities and different social good organizations including Wikimedia, Scotland Police, World Heart Federation and more.

- As the first full-time designer, assembled a team of 3 to lead the rebranding process and created a large Design System.
- Lead the team to get 100% positive feedback during regular client satisfaction surveys.
- Laid out the foundation of a complex CRM system that can compete with Salesforce & MS Dynamics in charity focus organizations.

#### **Lead Product Designer, Pathao Ltd.**

Dec 2017 - Dec 2019 | **Dhaka, 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.

- 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 | **Dhaka, 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.

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### **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](https://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)

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### **UX Designer**, East West Media Group Ltd

Jun 2016 - Mar 2017 | **Dhaka, 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 (Remote)**

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.

#### **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. That includes but not limited to 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.

#### **Certifications**

*User Research – Methods and Best Practices* with a top 10% distinction - Interaction Design Foundation (IxDF).

*Human Computer Interaction* with a top 10% distinction - Interaction Design Foundation (IxDF).

#### **Awards**

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