Shah Md. Arafat Hossain
User Experience Professional

Dhaka
Bangladesh

Personal Information

Nationality : Bangladeshi (by birth)

Get in Touch

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Education

M.Sc. Computer Science & Engineering
University of Development Alternative
Graduated: 2026 (or expected)

B.Sc. Computer Science & Engineering
University of Development Alternative
Graduated: 2024

Certification

Human-Centered Design - HCD
INTERACTION DESIGN FOUNDATION

Human-Computer Interaction - HCI
INTERACTION DESIGN FOUNDATION

Interaction Design for Usability
INTERACTION DESIGN FOUNDATION

Design Skills

Figma · Sketch · Adobe XD · Balsamiq · Miro · InVision · Adobe Photoshop · Marvel

Frontend Development Skills

HTML · CSS · JavaScript · TypeScript · Bootstrap

FOR MORE INFO LinkedIn

Professional Summary

Accomplished UX/UI Designer with 16+ years of experience crafting intuitive, user centered digital experiences across telecom, fintech, and startup ecosystems. Proven leadership in managing design teams, executing large-scale digital transformations, and mentoring future design talent. Passionate about creating impactful, accessible, and scalable products through research-driven design.

Work experience

Consultant Digital Platform, UI & UX — Robi Axiata Limited
Oct 2024 – Present
- Conduct UX audits and usability assessments to identify areas for improvement.
- Stay updated with industry trends, emerging technologies, and design methodologies.
- Advocate for a user-centered design approach in decision-making processes.

General Manager, UI & UX — Robi Axiata Limited
Nov 2023 - Oct 2024
- Led a 10-member UX team in designing customer-facing digital products serving approximately **56.98** million users.
- Spearheaded design system implementation across mobile apps and web platforms, improving consistency and usability.
- Collaborated with product and engineering teams to reduce user friction and increase app engagement by **25%**.

UX Manager — RedLime Solution
May 2021 - Oct 2023
- Develop user experience (UX) roadmaps for client-facing self-service platforms and internal employee tools.
- Develop effective and well-branded user experience throughout multiple online properties.
- Identify projects for partnership along with department leaders and varied key partners.

Head of Product Design — Evaly
Jul 2020 - Jan 2021
- Built Agile UX research framework at Evaly, supporting revenue of **Tk 28.54** crore.
- Assemble and nurture a UX research team with broad expertise and deep local SEA understanding
- Be an enabler of data-driven design process by combining both qualitative and quantitative data

Lead Communications & Design — mPower social enterprises ltd.
Apr 2017 - Jun 2020
- Manage end-to-end digital projects
- Establish our web presence to boost brand awareness
- Maintain a strong online company voice through social media

Lead UI & UX Designer — iPay Systems ltd.
Jun 2016 - Mar 2017
- Mobile UX Design / User Experience Design / User-centered Design
- Information Architecture / User Flows / Site Maps
- Interaction Design / Touchscreen & POS Design

Sr. UI & UX Designer — Hogarth
Jan 2013 - May 2016
- Develop example high-level requirements, conceptual diagrams, and visual interface designs.
- Create key design deliverables specific to each product, such as scenarios and use-cases.
- Design mock-ups and click-through prototypes as necessary for each product.

Portfolio

My Best Web, mobile & apps design

রবি — Web, iOS & Android UX Research and UI Design www.robi.com.bd	**airtel** — Web, iOS & Android UX Research and UI Design www.bd.airtel.com	**robiwifi** — Web site UI Design UX Research robiwifi.robi.com.bd
iPay — Web, iOS & Android Warframe, UI Design www.ipay.com.bd	**NAVY ARMY AIR FORCE** — HTML, Foundation, CSS Foundation, CSS and JS www.defencejobs.gov.au	**Schick** — UI Design, HTML, Foundation, CSS and JS www.schick.com.au
evaly — Web, iOS & Android UX Research Methods www.evaly.com.bd	**RideCentric** — Web, iOS & Android UX Research ridecentric.com	**OPENSRP** — Andriod UI Design Warframe, UX Research www.opensrp.io

My Happy Clients

betfair · DELL · VOLVO · Bank of America · NOKIA · HSBC · Capital One · PSEG · Pfizer · P&G · IBM · Microsoft

EXECUTIVE MENTOR

ICT DIVISION — National Hackathon 2016 & Women Hackathon 2017 — Executive Mentor	SDG Hackathon code for a CAUSE 2.0 2020-3.0 2022 — Executive Mentor	WID Empowerment through Technology — Executive Mentor