NABIHA TAHSIN



Senior Product Designer (UI/UX)

Dhanmondi, Dhaka, Bangladesh | +880 1848045850 | Nabihatahsin13@gmail.com
LinkedIn | Behance | Dribbble | Portfolio

PROFESSIONAL SUMMARY

Senior Product Designer (UI/UX) with 4+ years of experience leading end-to-end design for high-traffic consumer platforms in Bangladesh, including OTT, telecom, logistics, and fintech products. Sole designer of the Tsports app (5.2M+ Google Play downloads), the GP VTS vehicle tracking app (500,000+ downloads), and the Toffee OTT platform (20M+ monthly active users). Skilled in design systems, user research, usability testing, and cross-functional collaboration, with a track record of translating complex business requirements into intuitive, scalable interfaces.

CORE SKILLS

Design: Design Systems & UI Kits, Wireframing & User Flows, Prototyping, Interaction Design & Micro-interactions, Usability Testing & Analytics

Process: User Research, Cross-functional Team Leadership, Agile/Scrum Collaboration, AI Tools for Design, Developer Handoff

Tools: Figma, Adobe XD, Illustrator, Photoshop, InDesign, Sketch, Slack, ClickUp

WORK EXPERIENCE

UI/UX Designer (Part-time) — Design Monks

May 2026 – Present

Area of Expertise — *Figma, Content Planning, Social Media Design, Performance Analytics, Cross-team Collaboration*

Managed social media presence and digital engagement strategy to strengthen brand visibility and audience growth.

- Planned, created, and scheduled content across social media platforms.
- Monitored audience engagement and responded to community interactions.
- Analyzed performance metrics and prepared reports to optimize content strategy.
- Collaborated with design and marketing teams to execute digital campaigns and promotional activities.

UI/UX Designer — Eutropia-IT

March 2026 – Present

Area of Expertise — *Figma, Design Systems, User Research, Usability Testing, Mentorship, Developer Handoff*

Lead end-to-end UX design for web and mobile products, aligning user needs with business goals.

- Led end-to-end UX design processes, from user research and strategy through high-fidelity design and implementation.
- Collaborated with stakeholders, product managers, and developers to align user needs with business objectives.
- Conducted user research, usability testing, and data-driven evaluations to improve product experiences.
- Mentored junior designers, providing design direction, feedback, and quality assurance.
- Designed intuitive, accessible web and mobile experiences following UX best practices.
- Contributed to product strategy, feature planning, and design decision-making throughout the development lifecycle.
- Ensured seamless developer handoff and supported implementation through cross-functional collaboration.

UI/UX Designer — KM Express and Logistics – TecnoBz BD

May 2025 – Jan 2026

Area of Expertise — *Figma, Wireframing & Prototyping, User Research, Persona Development, Agile Collaboration*

Designed and maintained UI/UX solutions for web and mobile platforms with a focus on brand consistency.

- Created user-centered designs aligned with project goals and technical constraints.
- Managed the entire UI design process from concept sketches to wireframes, prototypes, high-fidelity designs, and final handover.
- Conducted user research, created personas, and performed usability testing to inform design decisions.
- Participated in team meetings and Agile ceremonies, aligning design goals with project requirements.

UI/UX Designer — Nexdecade Technology PVT LTD

Sep 2023 – Nov 2024

Area of Expertise — *Figma, Adobe XD, Design Systems, OTT & Video Platform UX, Responsive & TV UI, Dashboard Design*

Led UI/UX efforts for diverse platforms including OTT, CMS, e-learning, and government systems, designing intuitive interfaces and managing usability testing cycles for continuous improvement.

- Sole designer of the Tsports app, Bangladesh's first dedicated sports channel app for live cricket and sports updates; the app has surpassed 5.2 million downloads on Google Play.
- Sole designer of the Toffee OTT streaming platform (Banglalink), a digital video and OTT service now reaching 20 million monthly active users in Bangladesh.
- Designed GP VTS, Grameenphone's vehicle tracking service enabling users to monitor vehicle position, speed, and engine status via map, mobile app, and web; achieved 500,000+ downloads. Led user research to understand needs and accessibility before defining the product design.

- Simplified complex systems such as VTS, finance, and ticket booking through clean, accessible design.
- Developed responsive UI for web, mobile, and TV platforms with a focus on user journey.
- Built design systems and dashboards emphasizing clarity and data visualization.
- Built and maintained scalable design systems to ensure consistent user experience across platforms.
- Supported branding and marketing efforts by producing graphics, social media creatives, and promotional assets.

Junior UI/UX Designer — The YOLO Studio *Jun 2023 – Aug 2023*

Area of Expertise — *Figma, Adobe XD, E-commerce UX, Responsive Design, Usability Testing*

Contributed to UI/UX design across multiple platforms and industries, supporting senior designers in research, layout ideation, and production.

- Designed e-commerce sites, dashboards, and portfolios tailored to specific user goals.
- Delivered clean, responsive layouts with intuitive flows and consistent visual identity.
- Participated in usability tests and client review sessions to refine and iterate designs.

Jr. UI/UX Designer — Appinion BD Limited *Jan 2023 – April 2023*

Area of Expertise — *Figma, Wireframing & Prototyping, Persona Development, Client Collaboration*

Assisted senior designers in executing UI/UX deliverables across client projects.

- Contributed to the Shohay Pregnancy App, a digital health companion for expecting mothers and fathers by Shohay Health; the app has reached 1.6 million downloads, with a scaling goal of 10 million users in Bangladesh.
- Supported creation of wireframes, prototypes, and visual assets based on senior direction.
- Ensured consistency with design systems and client brand standards.
- Collaborated with business analysts to understand requirements and with developers for implementation accuracy.

UX Designer Intern — Naptech Labs *Jul 2021 – Jan 2022*

Area of Expertise — *Figma, Sketch, Competitive Analysis, Game UI, Usability Testing*

Worked alongside the design and development team to enhance UI for existing game products.

- Conducted competitive analysis and suggested UI enhancements for in-house games.
- Designed and sketched interface improvements focused on usability and engagement.
- Collaborated with developers to ensure accurate implementation of new features.

KEY PROJECTS & IMPACT

- Tsports App: Bangladesh's first dedicated sports/live cricket streaming app. Sole designer; 5.2M+ downloads on Google Play.
- Toffee (Banglalink): Bangladeshi OTT digital video streaming platform. Sole designer; 20M+ monthly active users.
- GP VTS: Grameenphone vehicle tracking service — live location, speed, and engine status via map, app, and web. 500,000+ downloads.
- Shohay Pregnancy App: Digital maternal health companion for expecting parents. Contributed as part of the design team; 1.6M downloads, scaling toward 10M users.
- M2M VTS: Vehicle tracking system.
- Glee Glee: OTT platform for Amber IT users.
- **Atom**: OTT platform for users in Myanmar (available in-market only).
- Frontline 360: Digital marketing agency website.
- Krishijaat: E-commerce platform.
- Flight Booking: OTA platform for flight ticket booking.
- **Nexdecade Technology PVT Ltd**: Corporate software company website.

EDUCATION

B.Sc. in Computer Science & Engineering — University of Asia Pacific, 2018 – 2022
HSC in Science — Lalmatia Mohila College, 2016 – 2018

CERTIFICATIONS & ADDITIONAL INFORMATION

- Google UX Design — Coursera, 2021
- Agile Project Management — HP LIFE, 2023
- Product Management Basics — Ostad, 2024
- Web Design for Developers — Udemy, 2024

Languages: Bangla (Native), English (Professional Working Proficiency)

Strengths: Fast learner & challenge-driven, strong communication & leadership, analytical problem-solver, passion for visual storytelling and pixel-perfect execution