



Hasan Bashar

Product Designer

CONTACTS

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EXPERIENCE

Convert Insights

B2B SaaS platform for A/B testing and personalization.

Mar 2024 - Nov 2025

Remote

Product Design

- Redesigned the Visual Editor for faster, guided experiment setup — improving onboarding efficiency.
- Built the Design System to unify visual standards, cutting design-to-dev handoff by 35%.
- Designed 1:1 Personalization (Convert Intelligence), boosting engagement by 32% via AI automation (Zapier, Make, n8n).
- Created intuitive UI for Traffic Allocation (MAB) and AI Hypothesis Builder, simplifying data decisions.

Upwork

Project Basis / Freelance

Feb 2023 - Dec 2024

Product Designer

- RHO Engine (AI GameDev SaaS): Redesigned AI-powered code tool, improving clarity and team workflow — helped startup raise \$28M.
- MailWizard (GenAI Email SaaS): Led UX for Chrome extension and web app — cut drafting time by 60% and improved user adoption.
- EEVE Robotics (IoT App): Designed mobile interface for smart robot control — increased task completion by 30% and e-commerce conversions by 42%.

Creatibuzz LLC

A creative design agency based in Delaware

July 2023 - Feb 2024

Remote

Product Designer

- Delivered UX/UI for B2B web apps and mobile products.
- Focused on usability, accessibility, and design system consistency

Akij iBos

Multi Software Company

Feb 2021 - Mar 2023

Dhaka, Bangladesh

UI UX Designer

- Peopledesk (HR SaaS): Improved workflows, reducing task time by 30% and increasing adoption by 20%.
- Managerium (ERP SaaS): Designed scalable UI for enterprise clients, enhancing engagement by 25%.

Hikpoo

Design Agency - Local Gov. Projects

Sep 2019 - Dec 2020

Dhaka, Bangladesh

Web Designer

At Hikpoo My Role was helping senior designs to make their workflow faster by preparing design materials. Also I got a chance to work on few client project on some static webpages to get real life hands on experience.

SKILLS

Core

Product Design, UX Strategy, Design Systems, AI-Powered Workflows, WebApp Design

Visual Design

Interaction & User Inter Face Design using Figma or Sketch, Rapid and Advance Prototyping, Design System, Style Guide and Library

Research & Metrics

A/B Testing, User Research, Journey Mapping, Product Analytics, Success Metrics

Product Thinking

Product Owner Mindset, Feature Prioritization, Measuring UX ROI, Data-Driven Design Decisions

EDUCATION

Dania University & College

Bachelor's Degree in Graphic Communications

Dhaka, Bangladesh : Feb 2019 - Apr 2023