Md Masudul Haque

Senior UI/UX Designer

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Senior UI/UX Designer **with 6+ years of experience** designing scalable B2B SaaS and consumer products. Skilled in simplifying complex problems, driving product thinking, and balancing user needs with business goals. Currently working as an augmented resource for **Bangladesh's largest MFS company**.

EXPERIENCE

Intelligent Machines

Senior UI/UX Designer

Sep 2026 – Present · SKS Tower, Mohakhali, Dhaka

Working as an augmented UI/UX design resource for **bKash Limited**, contributing to digital products and user experiences while collaborating with cross-functional teams.

Truck Lagbe Ltd.

Jun 2022 - Sep 2026 : ~ 4 yrs 4 mos · Mohakhali DOHS, Dhaka

Sr. Product Designer

Jan 2024 – Sep 2026

- **Lead design team**, owning end-to-end design processes from research to delivery.
- **Multi-million revenue opportunity** — Designed and launched an enterprise vendor management SaaS platform, creating a new B2B revenue stream.
- **16% increase in platform completion** — Improved the CR model experience by addressing key user drop-offs.
- **1.20 Crore BDT in annual savings** — Designed a promo-control solution that reduced promotional leakage and improved spending control.
- Partner with **VP, CTO & CEO** to align UX strategy with company-wide goals.

Product Designer

Jun 2022 – Dec 2023

- Revamped company website with truck-hiring system, **increasing monthly traffic by 55%** and **boosting booking performance by 70%.**
- Improved payment accessibility by designing and launching an **MFS-based earnings withdrawal system** for truck owners.
- Launched a used-truck buy & sell marketplace (C2C), **attracting 3,500+ monthly visitors** and boosting GTV.
- Established and maintained **2 design systems**, saving 45+ design-dev workflow hours weekly.
- Collaborated cross-functionally with **Product, Tech, Growth, and Marketing** teams.

Techtsy SDN. BHD

Dec 2020 - May 2022 : 1 yrs 6 mos · Malaysia (Remote)

Senior UI/UX Designer

Sep 2021 – May 2022

- Led design & graphics team; oversaw end-to-end UI/UX process.
- Delivered **25+ digital products** (apps, web apps, websites, control panels) contributing to **$200K+ in project revenue**.

UI/UX Designer

Dec 2020 – Sep 2021

- Prepared and presented UX proposals to stakeholders.
- Designed My Pasar Borong (Malaysia's grocery marketplace), generating **10,000+ jobs** for riders, shoppers, and managers.

Fiverr

User Experience Designer

May 2020 – Nov 2020 · Remote

Completed multiple UX/UI projects with **5-star ratings** and earned the **Top Earner badge** in LEDP, Bangladesh ICT Division.

EDUCATION

North South University
Bachelor of Science in **Computer Science & Engineering**
(2016 - 2020) - With CGPA **3.22** out of 4.00

PORTFOLIO

Portfolio Website
www.hellomasudul.com
NDA projects are not included here.

behance
behance.net/masudulhaque1

Articles
medium.com/@masudul.ux

SKILLS

- Product Design
- AI-Driven Design
- Team Leadership
- UX Research
- User Interview
- Wire framing & Prototyping
- Usability Testing
- Design System
- Competitive Analysis
- Cross-functional Collaboration

TOOLS & AI

Figma	v0 by Vercel
Claude & Cowork	Lovable
Codex	Perplexity
Adobe XD	Adobe Illustrator

CERTIFICATE

Foundations of User Experience (UX) Design
Google | Coursera
10 May 2022

Google | Coursera
Start the UX Design Process: Empathize, Define, and Ideate
8 Oct 2022

Business Communication
Sep 2022
Anudip Foundation

TRAINING

UI / UX & Graphic Design
LEDP of the Ministry of ICT, Bangladesh
15 Jun - 30 Nov 2020