



**Mohammad Asadul Islam**

**Dhaka, Bangladesh**

**Professional Brand and  
Digital Product(UX/UI) Designer**

**Mobile: +88 0176 5588 878  
Email: iammoasis@gmail.com**

## About me

I am a creative brand and digital product(ux/ui) designer, passionate about crafting unique and eye-catching designs in a simple and smart way. I have been practicing as a full-time professional freelance designer since 2014 in marketplaces & contractual projects globally. besides, I have been practicing as a professional ux & ui designer since 2017 to till date. because design is not something just a profession rather a passion for me. I do "UX Case Study (Complete App Infrastructure), Products design(Web & Mobile App) UI design, Logo designs, brand guidelines, strategy & materials designs & etc".

## Portfolios

<https://dribbble.com/moasisonline>

<https://www.behance.net/moasisonline>

<https://www.moasis.online>

<https://www.linkedin.com/in/iammoasis>

*dribbble*

**Béhance**

**website**

**Linked **

## Experiences

### Freelance Brand & Digital Product Designer

99designs, designcrowd, upwork  
April 2014 to Present

### Sr. UX/UI Designer

Medisquare Smart  
Health Ltd  
Dec 2021 to Jan 2023

### Responsibilities

Conduct user research to understand stakeholder needs and behaviors. Create personas, journey, and empathy maps to guide design. Design intuitive interfaces and workflows aligned with user needs and business goals. Collaborate with product managers to define requirements and user stories. Develop wireframes, prototypes, and interaction designs. Work with developers to ensure proper implementation. Test and refine designs using feedback and analytics.

### Head of Design

Xentech Limited  
Mar 2021 to Sep 2021

### Responsibilities

Drive design vision and strategy aligned with business goals. Advocate for design's value in strategic decisions, fostering innovation and competitive advantage. Collaborate with cross-functional leaders to align efforts. Manage team resources, budgets, and timelines, ensuring efficiency and motivation. Deliver high-quality designs that impact product success, customer satisfaction, and brand growth.

### Sr. Graphic & UI Design

Rocketech IT Limited  
Jun 2020 to Feb 2021

### Responsibilities

Design logos, icons, marketing materials, and user interfaces optimized for usability. Collaborate with copywriters to integrate content and create interactive prototypes using tools like Adobe XD. Design versatile layouts for text, images, and videos.

### Sr. Creative Visual Designer

Wikreate Limited  
May 2019 to May 2020

### Responsibilities

Design innovative visuals for print, digital, and social media, including branding materials and promotional assets. Collaborate with teams and stakeholders to align designs with brand strategy and feedback. Manage multiple projects, ensuring quality and deadlines. Prepare print-ready designs and meet digital specifications while exploring creative approaches.

## Sr. Creative Graphic Designer

Xentech Limited  
Mar 2018 to Apr 2019

## Responsibilities

Develop creative designs for marketing campaigns, print, digital, and multimedia platforms. Ensure brand consistency across materials and prepare assets for print and digital use. Balance tasks by priority while staying updated with industry trends.

## Visual Graphic Designer

The Userhub  
Jun 2016 to Jan 2017

## Responsibilities

Design layouts for print and digital assets, ensuring visual balance. Create social media, email, and ad designs using tools like Adobe Creative Suite. Maintain organized files and adapt to project changes efficiently.

## Visual Graphic Designer

Accurate Real Estate Ltd.  
May 2015 to Jan 2016

## Responsibilities

Design print and digital layouts, ensuring visual balance. Create assets for social media, emails, and ads using Adobe Creative Suite. Maintain organized files and adapt to project changes swiftly.

## Design Skill Expertise

- **UX Research - User Personas - Information Architecture**
- **Wireframing - Prototyping - User Interface Design**
- **Interaction Design - Visual Design - Usability Testing**
- **Collaborative Skills - UX Case Study - Brand Identity**
- **Brand Strategy - Brand Guidelines & Direction Support**

## Tools Expertise

- **Adobe XD**
- **Adobe Illustrator**
- **Adobe Photoshop**
- **Figma & Framer**

## Language

## Proficiency

- Bengali (Mother Language)
- English (International Language)
- Hindi & Urdu (Conversational Language)

## Education

## History

- SSC (2003) - Saleha Higher Secondary School (Dhaka)
- HSC (2005) - Saleha School & College (Dhaka)
- Diploma (MMS V2) - 2011 - NIIT (Dhaka Branch)

## Additional

## Experience

- Create Marketing Strategies for Startups
- Create, Operate & Edit Wordpress Website
- Basic knowledge about HTML & CSS, Photography, Negotiation & Networking
- Full Event (International Cyber security conference) Design & Manage Event at BGD e-GOV CIRT under LICT on March 2017
- Sr. Creative Designer at Digital Bangladesh Fair 2020, Digital World 2020, Basis SoftExpo 2020, Mrs. Bangladesh 2020, Bankers championship cricket tournament 2020 etc...
- Love to travelling at new places & meet new people's.



Web@ moasis.online

Signature