



Mohammad Asadul Islam

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

Problem Solving Architecture Designer | UX Strategist | SaaS & Fintech Focused

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About me

I'm a systems thinker disguised as a designer, with 13+ years of experience in Brand and Digital product design. I specialize in scalable design systems, human-centered UX, and strategic flows that solve real problems, — especially in SaaS, E-commerce, AI and Fintech. From MVPs to enterprise redesigns, I turn complexity into intuitive, trusted experiences. I thrive where logic meets empathy, and design meets system. If you're building something meaningful, let's connect — I love collaborating with founders and purpose-driven teams.

Design Skill Expertise

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

Case Studies

<https://tinyurl.com/2w6bh9jr>

<https://tinyurl.com/28smef5n>

Portfolios

<https://dribbble.com/moasisonline>

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

<https://www.moasis.online>

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

Experiences

Freelance Brand & Digital Product Designer

99designs, designcrowd, upwork
April 2012 to Present

Head of Product & Design (Contractual)

Shootingstar Ltd
Mar 2025 to Aug 2025

Responsibilities

As Head of Product & Design at this company, I shape and execute the product vision, strategy, and roadmap to align with business objectives and emerging technology trends. I lead cross-functional teams to deliver user-first, scalable solutions grounded in UX/UI best practices, data-driven decisions, and design thinking. I also oversee robust design systems and workflows to ensure consistency, efficiency, and creative excellence across all touchpoints.

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 multi-media 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.

Tools Expertise

- **Figma**
- **Framer (Basic)**
- **Adobe XD**
- **Adobe illustrator**
- **Adobe Photoshop**

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)
- MA at Visual Communication & Design Thinking - 2016 - ULAB

Additional

Experience

- Create Marketing Strategies for Startups
- Create, Operate & Edit Wordpress Website
- Basic knowledge about HTML & CSS, Photography, Negotiation & Net-working
- 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.