Md Tafsirul Alam

SENIOR PRODUCT DESIGNER | AI-POWERED PRODUCTS AND SAAS

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SUMMARY

Product Designer with 12+ years in design, including 7+ in UX/UI and digital products. I design SaaS, fintech and AI-powered experiences, from user research and interaction design to reusable design systems. I work closely with developers and use AI-assisted workflows to build functional web prototypes with frontend and backend functionality.

KEY SKILLS

UX Research, User Flows, Journey Mapping, Information Architecture, Wireframing, Interaction Design, Visual Design, Responsive Web and Mobile Design, Prototyping, Usability Testing, A/B Testing, Design Systems, Component Libraries, Design Tokens, Accessibility, AI Product Design, AI-Assisted Prototyping, Stakeholder Management, Developer Handoff

WORK EXPERIENCE

Product Designer - Acoup

Dec 2025 – Present | Dubai, UAE

▪ Led product design across HR tech, sports and wealth advisory, taking digital products from concept to launch. Defined hiring workflows and a shared design system.
▪ Led end-to-end design for Halaex, a workforce platform covering hiring, employer of record (EOR), outsourcing and business setup. Connected hiring and workforce operations in shared workflows. Designed AI-assisted talent matching with human oversight and tested key flows with users.
▪ Led UAE Sporting Club from market research and analysis of existing solutions to user flows, a roadmap and brand identity. Designed member portals and super admin tools for bookings, ticketing, payments, content, events and finance. Built a fully functional web prototype with AI assistance, including business logic and calculations.

Head of Design - Seative Digital

Apr 2025 – Nov 2025

▪ Led a team of 11, designing SaaS and AI enabled products for 50+ international clients. I helped shape the UX design strategy.
▪ Designed end to end for a Fintech iOS application. Created designed prototypes that were tested and ready to be developed.
▪ Prototyped UX flows to validate. Created a set of components that could be reused with design tokens. I also helped guide our designers and developers.

Senior UI/UX Designer - Creative Pro

May 2024 – Mar 2025 | Dubai, UAE

▪ Designed responsive websites and mobile apps for ecommerce, fashion and service brands. Conducted UX audits and A/B testing to identify changes aimed at improving conversions.
▪ Built and maintained reusable UI components across products. Worked with frontend developers to keep implementation consistent with the designs.

WORK EXPERIENCE (CONT.)

UI/UX Designer - KC Associates

Dec 2018 – Apr 2024 | Minnesota, USA (Remote/Offshore)

▪ Designed responsive websites and mobile apps for Healthcare, Real Estate and Technology clients in the USA.

▪ Conducted research and created personas, journey maps, user flows, wireframes and prototypes based on business objectives. Set up a workflow using Figma and Adobe XD to work with Developers.

Creative Director - Whitespot Digital

Feb 2017 – Nov 2018 | Dhaka, Bangladesh

▪ Led creative and digital design teams delivering web design and brand campaigns for 45+ brands.

Creative Designer - SmashBrand Inc.

Aug 2014 – Jan 2017 | Austin, Texas, USA (Remote/Offshore)

▪ Designed brand identities and packaging for international clients. Also contributed to UI design, working remotely with creative directors.

Digital Media Developer - Enosis Solutions

Oct 2012 – Jul 2014 | Dhaka, Bangladesh

▪ Designed graphics and digital media for client brand communications. Contributed to UI design and took on creative team leadership responsibilities.

EDUCATION

Master of Business Administration East West University, Bangladesh (2014 - 2016)
Bachelor of Business Administration International Islamic University Chittagong (2008 - 2012)

TOOLS

Design Tools: Figma, Adobe XD, Adobe Creative Suite.
AI Tools: Figma AI, Claude, Claude Code & Codex.
Used AI to create code from designs, Used Model Context Protocol (MCP), Created front-end and back-end prototypes, Conducted research and explored designs.
Collaboration Tools: Notion, Slack & Trello.