

Ashadul Islam (Ash)

Senior Product Designer, Conversion-Focused UI & Design-to-Code

Portfolio - www.ashadul.design

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Based in Dhaka · Remote · Comfortable overlapping with US hours

12+ years designing SaaS and ecommerce experiences. Specialist in zero-friction design-to-code.

Shipped 15+ platforms and enterprise tools for 300+ clients. Proven track record of leveraging AI "vibe-coding" to bypass handoffs and cut design-to-dev time by 35%. Key wins: 3x conversion lift via rigorous CRO and 30% reduced drop-offs.

Work Experience

Usarion — Product Design Lead

Dhaka, BD · Remote · April 2025 – June 2026

- Developed 2 design systems from scratch for separate client projects utilizing AI, fully meeting all specifications without any pre-existing system.
- Vibe-coded 2 websites from design to deployment, bypassing developer handoff.
- Led a team of 6 designers day-to-day, owning project delivery and client calls, including new-business calls with the founders.
- Shipped 3 mobile apps, 3 web apps, and 7+ websites end-to-end, from brief to developer handoff.

Day Translations — Senior UI/UX Designer

New York, USA · Remote · Jan 2019 – Jan 2025

- Sole designer for Day Interpreting, the company's No. 2 revenue platform; built the full website and mobile app from scratch.
- Designed the complete quote-to-booking UX flow on the main Day Translations platform, covering the full request-to-order journey.
- Co-led the internal design system across all products, cutting design-to-dev time ~35% with a tokenized, component-based structure.
- Designed 10+ seasonal campaign landing pages that drove ~3x conversions over homepage traffic through CRO testing.
- Built the UX for Day VIP, the enterprise tier now serving 300+ active clients.
- Designed DayDubs, an AI dubbing and transcription platform (audio/video to text, subtitles, captions), owning design end-to-end pre-launch.

BM IT Solutions Ltd. — Lead UI/UX Designer

Dhaka, BD · On-site · Nov 2016 – Sep 2018

- Delivered 9+ mobile, web, and IT projects across Govt. and private-sector clients.
- Designed for AR/augmented-reality and government-tied builds alongside standard mobile and web work.
- Mentored 4 design interns through the company's structured mentorship program.

Fiksable — UI/UX Designer

Copenhagen, DK · Remote · 2014 – 2016

- Designed Fiksable's on-demand home-services marketplace, covering customer booking and provider dashboard across 15+ service categories.
- Ran usability testing on the booking flow and cut drop-off ~30%, lifting completed bookings through iterative redesign.
- Created visual system and reusable UI library for the platform's scalability.

TechCare — UI Designer

Dhaka, BD · On-site · 2013 – 2014

- Designed the UI for Patshala, an education platform (courses, lessons, assessments) for teachers across web and mobile.
- Designed the website for Prohori, a homegrown smart vehicle-tracking and fleet-management product.

Freelance — UI/UX & Graphic Designer

Worldwide · Remote · 2012 – 2013

- Designed web and mobile UI/UX for early-stage startups across fintech, streaming, e-commerce, and messaging.
- Delivered branding and print collateral (logos, brochures, business cards) and sold design templates on marketplaces like ThemeForest and GraphicRiver.

Education

Bachelor of Science (B.Sc.) in Computer Science and Engineering.

Bangladesh University · 2018 – 2021

Diploma in Engineering, Glass & Ceramic Technology

Bangladesh Institute Of Glass & Ceramics · 2013 – 2017

Skills

Design & Product

Design systems (tokens, components, governance), conversion-focused UI, A/B testing & experimentation, CRO & funnel optimization, UX research & usability testing, interaction design, prototyping

Design-to-Code

Figma (Dev Mode, variables/tokens), HTML & CSS, component-to-code workflows, responsive/mobile-first design, AI-assisted (vibe) coding

Tools & AI

FigJam, Sketch, Cursor, Claude Code, Codex, Figma Make, Jitter, Lottie, GA4, Mixpanel, Hotjar, Jira, Notion, Adobe CC.

Awards & Recognitions

Industry Recognition

Top Design Voice in Multilingual Experience - Localazy Digest 2023

Behance Recognition

- Top Submission Award - Be Reviews Dhaka (2018)
- Two Featured Projects - Behance UI/UX & Adobe XD Categories (2017 - 2018)

Industry Honor via TransferWise (Wise.com)

Honored Top Designer - TransferWise Creative Meet Dhaka 2016

Leadership & Ventures

Gadgets Town — E-commerce Co-Founder

Jan 2021 – May 2025

Built and scaled an online store to \$200K+ in sales with ~40% net margin.

Be Designer — Community Mentor & Moderator

Mar 2016 – Present

Mentored 50+ designers through 1:1 coaching, portfolio reviews, and critiques; moderated a design community and ran recurring events