Rafid Alam

Senior Product Designer | SaaS & Web Platforms | 6+ Years of Experience

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Summary

Senior Product Designer with 6+ years building products from scratch—from initial research to shipped designs. I take full ownership of end-to-end design processes, leading cross-functional teams to deliver measurable impact: 30% increase in engagement, 50% faster task completion, and 40% boost in conversions. Experienced across high-value SaaS platforms and mid-market solutions in fintech, travel tech, workforce management, and B2B marketplaces.

Top Skills

- Product Design
- Figma & Prototyping
- HTML/CSS
- UI/UX Design
- User Research
- Mobile Interaction Design
- Design Systems
- Front-end Coding
- MERN Stack Basics

Professional Experience

Payoneer Workforce Management (Formerly Skuad.io)
User Interface Design Consultant | *Singapore (Remote)*
November 2021 - Present

- Designed intuitive UI for web and mobile applications, achieving **30% increase in user engagement**
- Built "Country Job Facilities" feature **from scratch** through research, design, and implementation for enhanced UX
- Established design guidelines ensuring consistent branding across all platforms

Likvido.dk
Product Designer | *Denmark (Remote)*
October 2020 - September 2021

- Revamped dashboard leading to **20% reduction in task completion time**
- Simplified navigation, resulting in **15% increase in user satisfaction**
- Enhanced payment and order management, contributing to **25% boost in productivity**

Kudos Travel Technology
Lead UI/UX Designer | *Australia (Remote)*
February 2020 - September 2020

- Built pandemic travel requirements feature **from scratch**, achieving **40% increase in successful bookings**
- Streamlined booking process, reducing time and effort for travel arrangements
- Conducted user testing to identify pain points and improve overall UX

MobyTrip
Lead UI Designer | *Remote*
April 2019 - January 2020

- Redesigned hotel booking website, achieving **higher engagement and conversion rates**
- Enhanced website UI, attracting more customers and boosting brand credibility
- Improved customer satisfaction leading to positive reviews and repeat business

Upwork & Freelancer.com
UI Designer | *Remote*
January 2018 - Present

- Delivered custom UI/UX solutions for diverse clients across SaaS, fintech, and marketplace industries

Education

University of Dhaka

Bachelor of Business Administration (BBA)

Focus: Finance and Financial Management Services, Business, Marketing, and UI/UX Design

August 2018 - April 2022

Certifications

- Google AI Professional Certificate
- 100 Mentorship Minutes

Technical Skills & Tools

Design Tools: Figma, Framer, Miro, Adobe Creative Suite
Development: HTML/CSS, Vibe Coding, MERN Stack, Flutter Basics
Languages: English (Fluent), Bengali (Native)
Industries: SaaS • Fintech • Travel • Marketplaces • Analytics Platforms