

TAREQ MAHMUD

Mid-Senior UI/UX & Product Designer

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SUMMARY

Strategic and versatile Product Designer with over 3 years of experience building high-impact digital solutions. Specialized in architecting complex ecosystems, from large-scale ERP systems to multi-vertical "Super Apps". Proven track record of optimizing conversion funnels, leading visual direction, and bridging the gap between business objectives and user-centric design. Expert in Figma and scalable design systems with a deep understanding of international design standards.

CORE COMPETENCIES

- Product Design & UX Architecture
 - Figma Expert & Design Systems
- Mobile & Web UI Design
 - User Research & Testing
- Conversion Rate Optimization
 - Multi-channel E-commerce
- ERP Workflows
 - Team Leadership & Collaboration

PROFESSIONAL EXPERIENCE

Zavisoft — Mid UI/UX Designer Dhaka, Bangladesh | Aug 2025 – Oct 2026
[Live Web](#)

- **Steadfast Merchant App:** Designed the end-to-end merchant experience for Steadfast, enabling businesses to manage orders, shipments, payments, delivery operations, and business performance through a streamlined mobile experience. Focused on simplifying high-volume merchant workflows and making operational data easier to understand and act on. [Live product.](#)
- **Steadfast Courier Portal:** Designed the courier-facing platform to support daily delivery operations, including parcel management, delivery status, customer information, and operational workflows. Created a practical interface optimized for speed, clarity, and repetitive task efficiency. [Live product.](#)
- **Packly — Multi-Vendor E-commerce Platform V1 & V2:** Designed two iterations of Packly’s multi-vendor commerce platform, covering customer shopping journeys, product discovery, vendor experiences, checkout, order management, and marketplace workflows. Iterated on the product architecture and UX to create a more scalable and conversion-focused commerce experience. [Live product.](#) (Note:V2 is under development)
- **Packly Business Manager App V1 & V2:** Designed the mobile Business Manager experience for merchants to manage products, inventory, orders, sales, customers, and business operations. Evolved the product from V1 to V2 by simplifying workflows, improving information hierarchy, and making everyday merchant tasks faster to complete. [Live product.](#)
- **Packly Business Manager Web V1 & V2:** Designed the web-based Business Manager platform for merchants operating at a larger scale. Built complex dashboards and workflows for inventory, orders, products, sales, campaigns, and multi-channel business management while maintaining consistency across the Packly ecosystem. [Live Product Link](#)
- **Dubai Car Rental Platform — V1 & V2:** Designed a complete car-rental experience for the Dubai market, including the customer-facing website, booking panel, car listing management, and supporting operational workflows. Focused on simplifying vehicle discovery and booking while creating scalable interfaces for internal teams to manage listings and reservations. [Live Product Link](#)
- **HRM Platform:** Designed an HR management platform supporting employee and organizational workflows such as employee management, attendance, leave, payroll-related operations, and administrative processes. Translated complex HR requirements into structured, easy-to-navigate interfaces. [Live Product Link](#)
- **Payment Gateway Ecosystem:** Designed multiple products within a payment ecosystem, including the payment gateway application, merchant panel, and admin panel. Created connected experiences for payment processing, transaction management, merchant operations, monitoring, and administration while maintaining consistency across different user roles.
- **BanglaDrop — Logistics Platform:** Designed the BanglaDrop logistics ecosystem, including the customer-facing website and administrative panel. Created interfaces for shipment-related workflows, operational management, and logistics administration while focusing on clarity and efficiency across high-volume workflows. [Live Product Link](#)
- **Packly Super App:** Designed the architecture and user experience for Packly’s Super App, bringing multiple services—including Packly Food, Packly Courier, and Packly E-commerce—into a unified product experience. Worked on the information architecture, navigation, service discovery, and cross-service interactions to create a cohesive ecosystem rather than disconnected standalone products.

GhorerBazar — Jr UI/UX Designer Dhaka, Bangladesh | Feb 2023 – Jul 2025
[Live Web](#) · [Live App](#)

- **E-commerce Product Design:** Designed end-to-end experiences across the GhorerBazar mobile app and web platform, covering product discovery, search, categories, cart, checkout, order tracking, account management, and promotional experiences. [Live Product Link](#)
- **ERP & Business Operations:** Designed internal ERP interfaces supporting inventory, finance, HR, order management, and operational workflows, simplifying complex processes for business users.

- **Design System:** Built and maintained a scalable Figma design system with reusable components, patterns, and interaction guidelines to improve consistency across web and mobile products.
- **UX Research & Iteration:** Conducted user research, usability testing, and iterative design improvements to identify friction points and improve overall task completion and usability.
- **Cross-Platform Experience:** Translated product requirements into responsive web and mobile experiences while collaborating closely with Product Managers, Developers, and business stakeholders.
- **Live Product Ownership:** Contributed to products that are actively used in the market, taking designs from UX architecture and wireframes through high-fidelity UI, prototyping, and developer handoff.

TECHNICAL SKILLS

- **Design:** Product Design, Mobile & Web UI, UX Architecture, Interaction Design, Visual Direction, Responsive Design.
- **Tools:** Figma (Expert), Design Systems, Prototyping, Wireframing.
- **Research:** User Interviews, Usability Testing, Analytics-Driven Design, UX Audit, User Flows.
- **Business:** Multi-channel E-commerce, ERP Workflows, Business Strategy, Conversion Rate Optimization (CRO).
- **Soft Skills:** Team Leadership, Problem Solving, Cross-functional Collaboration, Adaptability

EDUCATION

Bachelor of Science in Electrical and Electronics Engineering <i>University of Scholars, Dhaka</i>	2023 – Appeared
Diploma in Electrical Technology <i>CCN Institute of Science & Technology, Cumilla</i>	2017 – 2023

CERTIFICATIONS

- Google UX Design Professional Certificate – Coursera
- Figma for UX Design – Udemy