Mehedi Hasan Fahim

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Experience

Lead Product Designer
SonderBLU | May 2022 - Present

- Creating products and workflows that utilize AI and automation enables individuals to produce and appreciate the highest quality media for SonderBLU on a worldwide scale.
- Led strategic user experience redesign of SonderBLU's MVP.
- Performed usability testing, competitor analysis, heuristic evaluation, stakeholder interviews, persona creation, wireframes, and high-fidelity prototypes.
- Created a research report with an overview of the UX design process to advocate the importance of design thinking across teams.

Chief Product Officer
DoubtMind | July 2022 - August 2023

- Discovered the problems among students about their hardship in finding proper solutions before exams and important things and solved them by implementing an advanced AI-modeled search engine.
- Designed the most unique-looking and easy-to-navigate dashboard for the students to grasp all their activities.
- Performed competitor analysis, A/B testing, persona creation, and UX strategy.
- Developed wireframes, journey maps, and qualitative and quantitative research along with high-fidelity prototypes using Figma, Miro, Clickup, and Adobe Creative Suite.

User Experience Designer
XVentum GmbH | February 2020 - June 2020

- Redesigned the whole X-Prism Dashboard.
- Conducted user testing and interviews along with UX Research.
- Developed iconography for an interactive deck of cards, prototyped printed materials, and presentation design.

Co-Founder & Lead Designer
TopNotch Dessin | January 2017 - June 2022

- Created multiple complete UI kits for different companies, including branding and naming. Each UI kit consists of 15+ responsive screens.
- Led visual design for branding and identity of the clients of TopNotch Dessin..
- In charge of designing identity packages that spanned posters, books, agendas, banners, web banners, logos, and design research for over 100 visitors.

Teaching & Pro-Bono

Student Ambassador
Microsoft Learn | September 2023 - Present

- Led workshops on Microsoft Azure ML & AI hands-on experiences.
- Led Machine Learning Challange as a part of the Ambassador Challange.

Workshop Leader
NSC Design Discussion | September 2019 - December 2020

- Led workshops on User Experience design, UI design, Human Centered Design, and Psychological interaction, etc.
- Led juniors to successfully organize events, and take meaningful workshops on critical topics.
- Organized multiple events under the panel.

Education

BRAC University
Computer Science & Engineering | 2022 - Present

- Graduating with CSE and also aligning HCI as part of the major.
- Focus on design thinking, human-centered design, prototyping, resilience, and speculative design.

Notre Dame College
HSC | 2018 - 2020

- Studied under the dept of science.
- Focus on Leadership through club activities, Organizing National & International Events, Graphics Designing, and Design Thinking.

Government Laboratory High School
SSC | 2010 - 2018

- Department: Science
- ECA: Organized multiple events, Lead multiple club activities

Skills

Design
User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups

Research
User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy

Software
Figma · Keynote · Illustrator · Photoshop · Arduino (working knowledge) · Adobe XD · HTML · CSS · Node JS (working knowledge) ·

Visual Design
Poster Design · Branding · Typography · Iconography · Book Design · Book Binding · Web Design, Stylesheets and Guidelines

Other Skills
Rapid Iteration · Cross-functional Collaboration and Communication · Human-centered Approach · Provide and Solicit feedback · 3D printing · Laser Cutting · Spanish Fluency

Awards

Best UX Researcher - UXR | 2023

Uxplorer - UI/UX Design | 2023

Best of 502 Student Design Exhibit | 2019