

EXPERIENCE

[AgriNovus Indiana](#) (Industry Project)

Aug 2023 – Current

UX Designer

Indianapolis, IN

- Analyzed **160 responses** and **10 interview** data points using **content and thematic analysis**.
- Led a **team of 4** for effective UX research, survey, and **10 semi-structured interviews**.
- Synthesized the UX research findings in a **35-page document** for effective client feedback.
- Collaborated with the client and conducted **desk research** to understand the **problem space** and business around it.

[Indiana University](#)

Aug 2023 – Present

Graduate Research Assistant (Accessibility and Inclusive Design)

Indianapolis, IN

- Working with Dr. Erin Brady to design a **novel inclusive chess set** for visually impaired chess players.
- Reviewed the literature and **interviewed 4 visually impaired professional chess** players to identify major pain points.
- Designed a prototype of a refreshable braille display and clock and **tested with 2 visually impaired chess players**.

[COMET Lab, Indiana University](#)

Aug 2022 – Sep 2023

UX Designer (Graduate Assistant)

Indianapolis, IN

- Collaborated with the Division of DEI, IU, and a UX research professor to conduct extensive user research and interviews to identify pain points and areas for improvement on their website, resulting in a **20% increase in user satisfaction scores**.
- Led the redesign of the website's information architecture, streamlining the content organization, and navigation flow, which led to a 15% decrease in bounce rate and an **average session duration increase of 30 seconds**.
- Designed interactive prototypes, the iterative process resulted in a final design that **improved accessibility compliance by 25%**, meeting WCAG 2.0 standards.

[Free Pixel Games Ltd.](#)

Mar 2022 – Aug 2022

UX Researcher

Dhaka, Bangladesh

- Conducted heuristic evaluations to improve the UX of the games **increasing session time and revenue by 3-18% & 5-11%**.
- Documented UX issues and wrote **7 case studies**, including suggestions for the product and engineering teams.
- Produced UX audits targeting major geographical locations, leading to an **optimized player retention rate of 20%**.
- Prototyped new creatives, which **increased conversion rates by up to 12%**.
- Analyzed over 10 million user sessions per game, **boosting user engagement ROAS by 10%**.
- Reported game performance, revenue, and event tracking/analytics based on UX metrics and ad campaign data.

[Durjoy DSS](#)

Sep 2021 – Mar 2022

Product Designer

Dhaka, Bangladesh

- Developed and tested **4 prototypes** to measure new feature usability design success.
- Designed the Sales Manager Mobile app using lean UX.
- Conducted user research, e.g., **surveys** and interviews, for the MVP.

[Bohubrihi & Learnels](#)

May 2021 – Dec 2021

UI/UX Design Course Instructor

Dhaka, Bangladesh

- Collaborated with another UX designer to **create a curriculum** and course content.
- Recorded over **75 video tutorials** on design tools (Figma, AdobeXD) in **2.5 months**.
- Instructed **15 students in 2 batches** in online live classes.

EDUCATION

[Indiana University](#)

May 2023

MS in [Human-computer Interaction](#); **GPA: 3.9**

Indianapolis, IN

- Graduate teaching and research assistant and merit-based tuition scholarship in the Dept of [Human-Centered Computing](#).
- Chess player at IUPUI Chess Club and Treasurer of Bangladesh Student Association.

[BRAC University](#)

Mar 2021

BS in [Computer Science & Engineering](#)

Dhaka, Bangladesh

- Vice-Chancellor's List Recipient (Fall 2020 and Summer 2020)
- Vice-president, BRAC University Chess Club, and National Inter-University Chess Champion.

SKILLS

- **Tools:** Figma, Adobe Creative Suite, Sketch, ProtoPie, Webflow, Zeplin, Miro, Balsamiq, Tableau, Maze, Qualtrics, Heap, UsabilityHub Hotjar, Airtable, Google Analytics, WAVE Evaluation Tool, Lighthouse, Axe-core, R, Python, Excel, Latex.
- **Research:** User Interview, Survey, Usability Testing, Heuristic Evaluation, Competitive Analysis, Contextual Inquiry, Empathy & User Journey, Observation, Focus Group, Diary Study, A/B Testing, System Usability Scale, Task Analysis, Think Aloud, Tree Testing, Card Sorting.
- **Design:** Prototyping, User Flow, Design System, Wireframes, Storyboards, Information Architecture.