

Al Refatul Islam

PRODUCT DESIGNER

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SUMMARY

Product Designer with 5+ years of experience designing SaaS, fintech, mobile, and dashboard products. Led end-to-end design for commercial software products contributing to 10,000+ sales, with a focus on simplifying complex workflows through user research, interaction design, and scalable design systems.

EXPERIENCE

Lead UI/UX Designer | Product Design

[TheSoftKing Limited](#)

Dhaka, Bangladesh

May 2023–Present

- Led end-to-end UX and UI design across **20+ web and mobile products** in SaaS, fintech, travel, and commerce, translating complex workflows into simpler user journeys, prototypes, and production-ready interfaces.
- Contributed product and UX design across a portfolio of software products with **10,000+ combined marketplace sales**.
- Designed multiple commercial products that independently surpassed 100 marketplace sales after launch.
- Led end-to-end product design for three SaaS platforms, **TimoDesk, Kothay,** and **BuildeCom**, from problem framing and UX flows through design systems, prototyping, and launch.

Lead Product Designer

[OvoSolutions Limited](#) | venture of TheSoftKing Limited

Dhaka, Bangladesh

November 2024–Present

- Led end-to-end product design and branding for OvoSolutions, launching four commercial mobile products that generated **450+ marketplace sales**.
- Collaborated with product and development teams to translate requirements into user flows, prototypes, design systems, and production-ready specifications.

UI/UX & Graphics Designer

[Freelance](#)

Dhaka, Bangladesh

2020–2023

- Delivered UI/UX and visual design for clients across industries, creating responsive interfaces, interactive prototypes, and brand identities.

EDUCATION

BBA in Marketing

[North South University](#)

Dhaka, Bangladesh

May 2016–January 2021

CERTIFICATIONS

Google UX Design Professional Certificate	2022
Professional certification in UX design from Coursera	
UX Leadership	2023
Course focused on leadership in UX design from Ostad	

SPEAKING & RECOGNITION

Guest Speaker, NASA Space Apps Challenge Bootcamp — 2025

Delivered a session on UI/UX design and product innovation.

KEY ACHIEVEMENTS

Successful SaaS Platforms Launch

Successfully launched three SaaS platforms that significantly impacted user experience and market adoption

SKILLS

- **Product & UX:** Product Design, Interaction Design, User Research, User Flows, Information Architecture, Wireframing, Prototyping, Usability Testing, Design Systems, Responsive Design, Accessibility
- **Collaboration:** Product Strategy, Stakeholder Collaboration, Developer Handoff, Cross-functional Collaboration
- **Tools:** Figma, FigJam, Framer, Maze, Miro, Adobe Creative Suite
- **Soft Skills:** Communication, Collaboration, Attention to Detail