

MD JAHANGIR ALAM

Senior Product Designer | Fintech & B2B SaaS

8+ years designing Fintech and B2B SaaS products at scale. Led design for TallyKhata (10M+ users) and UbixLabs (AI platform, California). Delivered 73% CSAT, 72% NPS through research-first thinking and scalable design systems. Expert in Figma, Tokens Studio, and cross-functional collaboration.



WORK EXPERIENCE

Senior Product Designer • 12/2025 - 07/2026

JustGo Technologies Ltd • Asia-Pacific (Hybrid)

- Architected & govern a **multi-platform tokenized design system** (Tokens Studio) across web and mobile surfaces.
- **Built a modular component library**, cutting design-to-dev handover by 20–40% and production rework by 30%.
- Drive DesignOps rituals: design crits, system governance, and cross-functional alignment with Engineering & Product.
- Ensure all solutions meet WCAG 2.1 AA accessibility standards and business OKRs before handoff

Senior Product Designer • 11/2023 - 03/2025

UbixLabs – AI SaaS Platform • California, USA (Remote)

- Owned product discovery to delivery for a **no-code AI** workflow platform serving technical and non-technical users.
- Architected scalable **Design System** with atomic Figma components, reduced handover time by 40%.
- Designed mobile-first dashboards and IA for real-time analytics flows using progressive disclosure.
- Led remote design sprints and generative research, synthesised insights to drive roadmap prioritisation.

Progoti Systems – TallyKhata / TallyPay

01/2020 - 11/2023 • Dhaka, Bangladesh

Lead Product Designer • 09/2022 - 11/2023

- **Owned full design lifecycle** for TallyKhata, a mobile-first fintech platform scaled to 10M+ users.
- **Drove 73% CSAT and 72% NPS** through remote user interviews, A/B testing, and iterative usability testing.
- Defined a new design system, improving UI consistency and team productivity by 40%.
- Led 4 junior designers to establish design review cadence and governance principles

CONTACT

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AREA OF EXPERIENCE

Fintech • B2B SaaS • AI Products • Design Systems

SKILLS & TOOLS

Research & Strategy: User Interviews • Usability Testing • A/B Testing • JTBD - Journey Mapping • Data Analysis

Design & Systems: Figma (Expert) • Design Systems • Design Tokens • Atomic Design - Mobile UX • Prototyping • Accessibility (WCAG 2.1)

Tools: Figma • Tokens Studio • Miro • Notion • Jira • Adobe CC

AI & Emerging: AI Product Design • No-code Platforms • Prompt Design

Methods: DesignOps • Agile/Scrum • Cross-functional Collaboration - Workshop Facilitation • OKR-driven Design

Leadership: Mentoring • Design Critique • Stakeholder Management • Remote Facilitation

WORK EXPERIENCE (Continued)

Product Designer • 01/2020 - 09/2022

- Reimagined TallyPay mobile wallet UX to focus on trust, simplicity, and conversion optimisation.
- Designed NoboPay, Bangladesh's first unified payment platform, simplifying user flow by 60%.
- Collaborated cross-functionally with PMs and engineers to ensure seamless handoffs and high-quality feature releases.

Visual Designer • 03/2019 - 11/2019

Daraz (An Alibaba Company) • Dhaka, Bangladesh

- Designed email campaigns, social media assets, and digital media — improved brand consistency and engagement.
- Collaborated with cross-functional teams on web and mobile UI, streamlining design-to-production handoffs.

Freelance Designer • 01/2012 - 05/2019

oDesk/E lance/Contract • Remote

- Delivered UX/UI for international clients in fintech, e-commerce, and SaaS to led multiple successful product revamps.
- Identified and resolved UX issues, resulting in the successful revamp of products

ADDITIONAL EXPERIENCE

Part-Time Lecturer • 07/2021 - 06/2026

Shanto-Mariam University of Creative Technology

- Teach UX principles, design thinking, and research methods; **developed 250+ interactive lessons.**

NOTABLE WORK

CleanUp Layers Figma Plugin (by vive-coding) — 2026

Developed and published a live Figma utility featuring a 1-click health scanner to automate layer organization and file cleanup, eliminating visual debt during developer handoffs **across 500+ users.**

[View Figma Plugin →](#)

NoboPay (Fintech) — 2021

Bangladesh's first unified payment platform — simplified user flow by 60% via A/B testing and JTBD research.

[View Case Study →](#)

EDUCATION

Master of Fine Arts in Graphic Design

University of Dhaka

BA (Hons) in Graphic Design & Multimedia

Shanto-Mariam University of Creative Technology

CERTIFICATION

Certified User Experience Professional (CUXP)

UserHub — User Experience Research Hub

[Show credentials →](#)

LANGUAGE

English

Fluent - Professional Proficiency

German

A1 Certified — Progressing to B1

AWARDS

Earned “Outstanding Performance” crest from Tallykhata in November 2020 for reaching 1M registered users.

GUEST SPEAKER

Workshop on Graphic Design

Daffodil International University (2017)

Country's First UX Boot Camp

UserHub Bangladesh (2016)