





# Tushar Imran


Digital Product Designer (UX/UI) | User-Centric Design | Brand Strategy


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Digital Product Designer with 3+ years of dedicated UX/UI experience and over 8+ years of overall experience designing scalable and user-centric digital products. I specialize in the **end-to-end design process** for B2B and B2C solutions — from UX research and system architecture to interactive prototyping and final UI execution. My goal is to collaborate with high-growth teams to build intuitive, impactful products.

## Experience

ME SOLshare Ltd.

Dhaka, Bangladesh

Product Designer (UX/UI) • Hybrid • Full-time

July 2022 – Ongoing

- Made significant contributions to **UX/UI design** for SOLmobility – Cholo Garage Android app & web dashboard, enhancing usability and improving **task completion rates by 35%** and increasing **user satisfaction scores by 40%**.
- Contributed to **UX research & usability testing**, identifying user pain points and implementing **data-driven design solutions**.
- Developed **wireframes, interactive prototypes, and high-fidelity designs** to streamline workflows and improve user experience.
- Designed **responsive web dashboards** and **WordPress websites**, optimized for performance, accessibility, and SEO.
- Collaborated cross-functionally with product, engineering, and marketing teams to ensure **design consistency** and **product success**.

ME SOLshare Ltd.

Dhaka, Bangladesh

Web & IT Administrator • Hybrid • Full-time

Oct 2019 – Jun 2022 (2 yrs 9 mos)

- Designed & developed **corporate websites** for SOLshare and Greener Garments, improving **usability** and **brand perception by 50%**.
- Created **diverse visual assets** for marketing and PR, including annual reports, presentations, infographics, and pitch decks.
- Administered **AWS cloud infrastructure** and maintained **network & Google Workspace**, achieving **99%+ uptime** for critical systems.

TGI Asia

Dhaka, Bangladesh

Visual Designer (Web & Branding) • Hybrid • Full-time

Feb 2017 – Sep 2019 (2 yrs 8 mos)

- Designed and maintained **WordPress websites** for TGI Asia & sister companies (Parjatan Bichitra, Green Holidays, Asian Tourism Fair, River & Green Tours, and Dhaka Dinner Cruise).
- Contributed **UI/UX design** expertise to the "Cholo Desh" Android app, under the **government's a2i project** by Parjatan Bichitra.
- Created **identity systems, event visuals, brochures, travel packages, signage, and social media content** for major tourism events.
- Focused on **usability, visual appeal, and SEO-friendly structure** to enhance online presence.

## Skills & Tools

**Design & HCI:** Figma, Framer, Adobe Illustrator, Photoshop, I/A design, Accessibility (WCAG, A11y), Atomic design, Material guidelines, Design systems (create, maintain, govern), IxD, Wireframing, Prototyping & Microinteractions, Responsive design, Essentialism, Cultural/Inclusivity, Cognitive/HCD process, Emotional/UX writing, Heuristic evaluation, Usability testing, Journey mapping.

**SDLC & Engineering:** Requirement analysis, Agile, Scrum & kanban workflows, Dev handoff optimization, CI/CD pipelines, System design & architecture, Front-end development, Design audits, End-to-end product life-cycle management.

**Technologies:** WordPress, HTML/CSS, JavaScript (Basic) | Cloud & SaaS: AWS, Google Workspace | Agile Tools: Jira, Basecamp.

## Education

Bachelor of Science in Computer Science and Engineering (CSE)

2016 – 2019

Green University of Bangladesh

## Certifications

- Master Digital Product Design: UX Research & UI Design2025  
Udemy – (Rob Sutcliffe)
- Full Stack Creative Design: For end-to-end solutions2021  
Udemy – Rosh (School of Passion)

## Selected Project

Cholo Garage App (SOLmobility) | 2022 – Present

- Contributed to the **end-to-end UX/UI design** for SOLshare's "Cholo Garage" mobile app and web dashboards.
- My process involved translating user insights into an intuitive, goal-driven interface, which improved task completion rates by 35% and increased user satisfaction by 40%.