

Hasan Mahmud

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[Portfolio](#) • [LinkedIn](#) • [ProductHunt](#) • [Twitter](#)

Based in **Bangkok, Thailand**, Originally from **Bangladesh**

Empowering startups with Swiss army knife design skills

With over 17 years of experience, I design and code digital products for enterprises and startups. Helping early-stage founders achieve PMF quickly through rapid prototyping and systems thinking, resulting in scalable, user-centric products.

Recent Work Experiences

Obento (YC S23) • Founding Product Designer

Aug 2024 - Present • 5 mos • Contract • San Francisco • Remote

- Single designer in the company working between both the product and marketing departments.

Tackle (YC W21) • Head of Product Design

Jul 2021 - Present • 3 yrs 6 mos • Full-time • San Francisco • Remote

- Designed and developed a high-converting website, achieving 36.1K visitors, 44.9K sessions, and a 25% reduction in bounce rate.
- Conducted HotJar analysis and QA testing to identify user issues, and ensure high-quality feature releases.
- Improved user onboarding, navigation, and UI components, balancing UX with company goals, and ease of implementation.

LifeData • Principal Designer

Jan 2014 - Jun 2021 • 7 yrs • Full-time • Marion, Indiana • Remote

- Collaborated with PM, developers, support, and marketing teams to ensure product goals were met.
- Designed wireframes, mockups, prototypes, and design specs for developers, including writing HTML & CSS.
- Defined PRDs for new features by balancing user-centered, business, and engineering goals.

Disney Interactive • Senior UI/UX Designer

Jul 2012 - Oct 2013 • 1 yr 4 mos • Full-time • Dhaka, Bangladesh

- Collaborated with game producers, developers, project managers, and artists to ship new features.
- Improved game performance and load times through extensive asset optimization for mobile games.

Playdom • Senior UI/UX Designer

May 2010 - Jun 2012 • 2 yrs • Full-time • Dhaka, Bangladesh

- Contributed to the [Facebook game of the year](#), Gardens of Time, and increased revenue by actively working on weekly content releases.
- Enhanced engagement, DAU count, and monetization on the popular multiplayer game, WildOnes, through gamification and user retention-focused features.
- Part of the acquisition team during [Playdom's acquisition by Disney for up to \\$763.2 million](#).

TrippertLabs • Design Consultant

Jun 2008 - May 2010 • 2 yrs • Full-time • Dhaka, Bangladesh

- Designed top-ranking app store games, securing top 3 positions, and contributed to multiple Facebook games, aiding the company's [\\$13 million acquisition by Playdom](#).
- Designed and developed EA Sports FB games The Godfather II Crime Rings, The Sims Social, and NBA Live!

→ To view more please visit my [LinkedIn](#) profile

Skills & Expertise

Design

Product Design • Rapid Prototyping • Design System • Usability & A/B Testing • User Flow • Interaction Design • Information Architecture • Wire-framing • Motion Design • Visual Design • UI/UX Design • UX Research • Art Direction • Public Speaking • Facilitating Design Critique

Tools + Tech

Figma • Adobe Creative Suite • Miro • Webflow • Relume • WordPress • Elementor • Framer • After Effects • LottieFiles • Principle • ProtoPie • HTML • CSS • Tailwind CSS • Shadcn UI • Ant Design • Bootstrap • HotJar • Microsoft Clarity • Google Analytics • Git • JIRA • VS Code • Intercom

Projects

Obento Health (YC S23)

[Website](#) • [iOS App](#) • [YC BookFace Launch](#) • [Intro Video](#)

Tackle (YC W21)

[Website](#) • [Web App](#) • [Chrome Extension](#) • [Product Hunt Launch](#)

HighTime.ai (YC W21)

[Website](#) • [Native App](#) • [Intro Video](#)

LifeData

[Website](#) • [Web App](#) • [iOS App](#) • [Android App](#)

Education

Shanto Mariam University of Creative Technology

Bachelor of Arts (Hons) in Graphic Design & Multimedia