

ARIFUL ISLAM SANY

AI x Lead Product Designer & UX Strategist

About Me

I'm a certified UX Designer with 9+ years of experience in SaaS, e-commerce, healthcare, fintech, and B2B/B2C industries. Skilled in UX research, interaction design, design systems, and A/B testing. I am passionate about human-centric, data-driven solutions, crafting intuitive designs that align with user needs and business goals.

Brain Station 23, Dhaka, Bangladesh

Lead UI/UX Designer — Sep 2024 - Continuing

BrainStation 23 is a top Bangladeshi software company providing cutting-edge web, mobile, and cloud solutions. Specializing in industries like fintech, eCommerce, cloud and healthcare, they deliver scalable, innovative digital services to global clients.

- Successfully managed enterprise-level stakeholders, including Fortune 500 companies, ensuring alignment and strategic collaboration.
- Led end-to-end design process. From concept ideation to prototyping and user testing, resulting in a 20% increase in user engagement and a 15% decrease in bounce rate.
- Implemented a visually-driven design hierarchy, utilizing typography, color and spacing principles. Increased user retention by 40% and reduced bounce rate by 25% within 3 month.

Exabyting, Dhaka, Bangladesh.

Product Designer — Jul 2023 - Feb 2024 (8 Months)

Exabyting is European client based service provider who brings impact-oriented IT professionals to help you boost business flexibility and facilitate business growth.

Tikweb, Copenhagen, Denmark.

UI/UX Designer — Feb 2022 - Jun 2023 (1.5 Years)

Tikweb is a Denmark-based software company that provides tech teams to startups to build their SaaS products.
My key role here is to make their wireframe, user flow, mobile application design, website design and dashboard design. Also, I'm responsible for UX research, market analysis & data visualization.

M4trix Network, Tallinn, Estonia.

Product Designer (Remote) — Dec 2020 - Jan 2022 (1.2 Years)

M4trix is the world's top affiliate network based in Tallinn, Estonia.
I was responsible for designing their eCommerce and affiliate product including a large-scale eCommerce website, subscription-based eCommerce model.

Sketch Studio Limited, Dhaka, Bangladesh.

Product Designer & 3D Modeling Artist — Nov 2019 - Oct 2020 (1 Year)

At Sketch Studio Limited my key role was a 3D generalist. I used to do product modeling, Animation, lighting, UV mapping, texturing, lighting, VFX & rendering. Vray and Redshift for rendering.
I worked for 20+ TV commercials and product visualization for many enterprise brands in Bangladesh including Coca-Cola & Unilever.

TradeVisor Limited, Dhaka, Bangladesh.

UI/UX & Visual Designer — Oct 2017 - Sep 2019 (2 Years)

I played multi-role here at TradeVisor Limited.
Creative Design, UI/UX design, Prototype, Mock-ups & Visualization was my key role here.

Personal Info

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LinkedIn
linkedin.com/in/arifulsunny

Dribbble
dribbble.com/arifulsunny

Personal Website
https://www.arifulsunny.com

Professional Skills

Research & Analysis
User research, Data analysis, Affinity diagram, User journey mapping, Persona hypothesis, Heuristic evaluation.

Prototype & Design
UI/Visual Design, Prototyping, Information Architecture, User flow, Wireframe, Design System & Style guide.

Build & Testing
Usability, Accessibility, A/B Testing.

Collaboration
Facilitating design review & critique, Knowledge sharing, Resource sharing.

Education & Certification

Enterprise Design Thinking Practitioner
IBM, Issued 2025

Advanced Certificate For Management Professionals 4.0
Institute of Business Administration (IBA) - University of Dhaka, Issued 2025

Survey Design & Execution
Nielsen Norman Group, Issued 2025

Conversion Optimization
CXL, Issued 2024

Measuring UX And ROI
Nielsen Norman Group, Issued 2024

Google UX Design Professional Certification
Google, Issued 2022

Agile Scrum Foundation Certificate
Tikweb, Issued 2022

Certificate of Excellence - Designation
EMPI Business School, New Delhi, India.
Issued 2019

Language

English - IELTS Overall Band: 6.5
Professional Working Proficiency

Bengali
Native