

A S M Moontakim Hassan

Senior Product & Service Designer

Pathao Pay | Senior Product Designer Jun 2026 – Present

Fintech arm of Bangladesh's leading super-app, delivering digital wallet, payment infrastructure, and credit solutions nationwide.

- Sole design lead, directing end-to-end UX strategy for a high-growth fintech ecosystem driving \$243M USD in GMV and serving 500,000+ tech-enabled merchants

City Bank PLC | Service Designer Aug 2025 – May 2026

One of Bangladesh's premier private commercial banks and a pioneer in digital banking transformation.

- Owned the entire ideation-to-delivery design pipeline as the sole designer, delivering a comprehensive ecosystem of 8 core banking services plus companion Merchant and Agent apps for Blink in 6 months
- Architected frictionless, mobile-first onboarding workflows optimized to scale financial inclusion for Bangladesh's 128M unbanked population
- Founded Service Design as a new cross-functional subdivision and leveraged AI agents to scaffold and scale an enterprise design system from scratch

FindIt AG | Junior Product Designer Mar 2024 – Oct 2024

Indonesian social-commerce marketplace connecting buyers and sellers nationwide.

- Designed the FindIt mobile application from scratch, driving 100K+ Google Play downloads within 6 months of launch
- Co-led the design for an automated listing feature powered by machine learning, reducing upload time and increasing active product uploads by 20%
- Spearheaded FindIt Reseller Platform's design system, accelerating product development and cross-team communication

klikit PTE | Product Designer Dec 2022 – Jul 2025

Singapore-based restaurant-commerce SaaS platform offering aggregation, POS, payment, and CRM solutions across 6 regional markets.

- Designed enterprise Menu Management and Analytics dashboards consolidating workflows for **200+ businesses across 2,500+ locations** while building the **core design system** to accelerate engineering handoffs

Earlier 2019 – 2022

- Helped cut logistics planning times by 85% at Nuport and designed global data-storytelling frameworks (UNICEF, OECD, WorldFish) at Big Blue Communications

Product designer with a background in visual design. Practice built across fintech, mobility, and commerce.

10M+

Active consumers served

\$420M+

Business GMV supported

700K+

Merchants & businesses served

4

Enterprise design systems built

7

Southeast Asian markets scaled

7+

Years of design experience

Design Skills and Craft

- End-to-end UX, service design, systems thinking, info architecture
- Quantitative/qualitative, usability testing, data-informed design
- Design systems, UX governance, stakeholder management
- AI-assisted workflows, generative UI, rapid prototyping, vibe coding
- Visual identity, data visualization, motion graphics, brand systems

Technology & Tool Stack

- Figma • Sketch
- Claude Code • Cursor • v0 • antigravity
- ChatGPT • Claude • Stable Diffusion • Adobe Firefly
- Illustrator • Photoshop • After Effects • Premiere Pro • InDesign • Affinity
- Atlassian • Notion

Education

Dhaka University

Graphic Design, Faculty of Fine Art
2020 – 2023

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