

# Mehedi Hasan Fahim

## Product Designer

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### Experience

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#### Lazychat

Feb 2025 - Present  
Dhaka, Bangladesh

#### Product Growth Lead

- As Head of Growth & Product Design at Lazychat, I lead user acquisition and the end-to-end product experience, optimizing every touchpoint from first click to daily use for conversion, retention, and value.
- Built and scaled the full growth engine including outbound systems, marketing funnels, offer campaigns, and performance ads backed by A/B testing and analytics to lower CAC and increase qualified leads.
- Designed and shipped the core UX/UI experience from wireframes to high-fidelity interfaces ensuring an intuitive, conversion-focused journey across onboarding and daily workflows.
- Partnered closely with engineering and customer success to improve onboarding flows, reduce drop-offs, and position Lazychat as a mission-critical automation tool across e-commerce, logistics, and service industries.

#### SonderBlu

May 2022 - Jan 2025  
NYC, (Remote)

#### Lead Product Designer

- Led end-to-end product design for a social streaming platform focused on simplifying content discovery enabling users to explore, review, and share entertainment seamlessly within one unified ecosystem.
- Defined UX strategy and interaction frameworks across mobile and web, ensuring scalable systems for reviews, recommendations, ratings, and social engagement.
- Designed AI-assisted workflows and automation features to enhance content relevance, reduce friction, and improve user retention across global audiences.
- Partnered cross-functionally with engineering and leadership to ship high-impact features while strengthening usability, system clarity, and long-term product scalability.

#### SonderBlu

July 2022 - Aug 2023  
Dhaka, Bangladesh

#### Chief Product Officer

- Led product strategy and execution for an AI-driven EdTech platform designed to help students find exact solutions instantly reducing time spent searching across multiple resources before exams.
- Identified core student pain points around inefficient problem discovery and implemented an AI-powered search engine to deliver precise, context-aware results.
- Designed and launched a unified student dashboard to manage materials, exams, and performance tracking through leaderboards and growth analytics.
- Directed cross-functional collaboration across design and engineering to build a scalable, intuitive product experience aligned with long-term platform growth.

### Education

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#### B.Sc Computer Science & Engineering, BRAC University

2022-2025

#### H.S.C, Notre Dame College

2018-2020

#### S.S.C, Government Laboratory High School

2008-2018

### Skills & Expertise

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Heuristic Analysis  
User Interviews  
Usability Testing  
User Persona Generation  
User Workshop Facilitation  
Product Strategy  
Wire-Framing & Mock-Ups  
Advanced Prototyping  
Design System Management  
Motion Design  
Visual Design

### Toolstack

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Figma  
Photoshop  
Protopie  
Google Analytics  
Hotjar  
Jira

### Language

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English  
Fluent

Bengali  
Native

Hindi  
Fluent