

# Aminul I.

## Product Designer

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I design digital products in Product Teams. I'm committed to solving problems and producing high-quality experiences with thorough processes.

### Projects

#### **B&Q: In-store ordering tool re-design**

**Tasks:** discovery, mapping, refinements, ideation (inc workshops), UI design, design reviews, socialising work, prototyping, usability testing and iterative design.

**Result:** bespoke account creation and basket features for B&Q stores.

#### **MySSE native app: presenting tariff details**

**Tasks:** competitor analysis, sketching, wireframing and critiques.

**Results:** a tariff feature used by thousands daily and fewer calls to contact centres.

#### **OVO Energy: enabling smart meter bookings**

**Tasks:** lighting talks, mapping, how might we, sketching, prototyping, and critiquing

**Results:** omni-channel solution that included OVO's first WhatsApp chatbot which received a 9/9 average score from members.

### Experience - 4 years +

#### **Mid Level Product Designer**

Kingfisher PLC (B&Q, Screwfix etc)

May 2022 - Present

#### **UX Designer**

OVO LTD (OVO Energy, SSE Energy etc)

Feb 2021 - May 2022

#### **Freelance UX Designer**

Jul 2019 - Feb 2021

### Education

#### **MSc Human-Computer Interaction Design**

Merit - City, University of London

#### **BSc Computer Science**

First-class - Middlesex University

### Key skills

UX, Problem-solving, Active listening, Stakeholder management, UI Design (tools: Figma, Adobe XD; Desktop and Mobile), Storytelling, Prioritisation, Collaboration (tools: Miro, FigJam), Facilitating, Mapping, Desk Research, Agile, Scrum, Accessibility, User Testing, Qualitative data analysis