SHOPNIL MAHAMUD

UX/UI & PRODUCT DESIGNER

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POSITIONING STATEMENT

Seeking a role in UI/UX and Product Design where I can apply 15+ years of design and development expertise to create intuitive, human-centred digital experiences that enhance product usability and deliver measurable business value.

PROFESSIONAL PROFILE

Seasoned UI/UX and Product Designer with a decade of experience translating complex business challenges into elegant, user-centric digital solutions across fintech, healthcare, eCommerce, and marketing domains. Proven ability to lead cross-functional teams, streamline design operations, and bridge communication between design, engineering, and stakeholders. Adept in the full product lifecycle, from research and wireframing to interactive prototyping and front-end development, with an emphasis on responsive design and accessibility. Brings a rare combination of creative vision and technical fluency, enabling seamless handoffs between design and code. Passionate about continuous innovation, user empathy, and scalable systems that improve both user satisfaction and operational efficiency.

CORE COMPETENCIES

- UX & UI Design Strategy
- Team Leadership
- Product Design
- Design Systems

- Interaction & Visual Design
- Responsive Web/Mobile UI
- Project Management
- Usability Testing

- Wireframing & Prototyping
- Front-End Development
- User Research
- Agile & Scrum

WORK EXPERIENCE

HEALTH FUTURES (SA), TORONTO, ON | SEP 2023 – PRESENT
UX & PRODUCT DESIGNER
- Partnered with AI-based healthcare startup to digitize legacy processes in clinical testing environments and optimize product usability for labs such as DynaCare.
- Executed user research initiatives using interviews, surveys, and usability tests to identify workflow inefficiencies and improve product direction.
- Illustrated user behavior through creation of personas, journey maps, and storyboards to allow for more targeted interface improvements.
- Produced detailed wireframes, visual mockups, and interactive prototypes to present design concepts and refine stakeholder alignment.
- Engineered cohesive UI designs for both desktop and mobile platforms that aligned with brand identity and improved functional clarity.
- Reworked existing interfaces based on feedback and testing insights to streamline navigation and enhance user satisfaction.
- Resolved UX inconsistencies and refined design components to improve user journeys and minimize cognitive friction.
- Supported development efforts through structured documentation and clear asset handoff for faster implementation cycles.
- Diagnosed interface challenges and delivered iterative design updates informed by real-time user data and performance metrics.

KEY ACHIEVEMENTS
- Played an instrumental role in the digitization of manual lab operations, contributing to significant reductions in paper use and procedural turnaround time.

BANK OF MONTREAL (BMO), TORONTO, ON | DEC 2021 – SEP 2023
UI/UX DESIGNER & FRONT-END DEVELOPER
- Delivered strategic UX and front-end development support to the Business & Client Analytics team within Capital Markets to solve complex internal challenges using design systems and automation.
- Devised simplified user interface solutions for an enterprise-wide expense management tool to enable improved clarity and task efficiency.
- Authored the department's first comprehensive style guide for Power BI dashboards and React-based applications to introduce consistency and accessibility across analytics tools.
- Proposed and led the development of an internal task distribution platform that improved workload equity among analysts and minimized unplanned overtime.
- Facilitated automation of legal documentation processes to enable business lawyers to generate accurate engagement letters at speed.
- Introduced AI-based decision-support tools for senior bankers and utilized real-time data visualization to streamline high-stakes decision-making.
- Collaborated with machine learning teams to translate complex backend models into intuitive front-end interfaces usable by non-technical staff.

KEY ACHIEVEMENTS
- Elevated visual and functional consistency across digital tools by championing unified design standards across analytics platforms.

SAGE RENEGADE INC., TORONTO, ON | JUL 2020 – NOV 2021
UI/UX DESIGNER & FRONT-END DEVELOPER
- Led the design and implementation of digital marketing campaigns and tools for major pharmaceutical clients, including Novartis, Pfizer, and Medison.
- Conceptualized and executed digital collateral, such as Rep Triggered Emails, iDetail Aids, brochures, postcards, and product monographs tailored to brand and compliance standards.
- Delivered the first Dolphin-based (Novartis internal platform) website in North America, ExploreGeneTherapy.ca, used in Canadian patient education and engagement.
- Built AODA-compliant websites and microsites that integrated chatbots to enhance accessibility and user engagement across various patient and physician audiences.
- Directed a cross-disciplinary team of designers and developers to guarantee the on-time delivery of marketing tools aligned with global brand requirements.
- Deployed iterative design feedback loops to enhance the performance of web properties and ensure responsive performance across devices.
- Coordinated with medical, legal, and marketing teams to balance design aesthetics with regulatory constraints and messaging clarity.

KEY ACHIEVEMENTS
- Boosted agency delivery standards and client satisfaction through end-to-end ownership of design strategy and team leadership.

AUGMEDIX INC., SAN FRANCISCO, CA (REMOTE) | DEC 2013 – MAR 2019
INTERACTION DESIGNER & FRONT-END DEVELOPER
- Contributed as a founding employee to a Silicon Valley telehealth company that reengineered clinical documentation through wearable and web-based technology.
- Co-designed a real-time documentation interface combining audio/video streaming and transcription to enable remote medical scribes to document consultations using Google Glass.
- Partnered with distributed engineering and product teams to define product vision and align front-end builds with evolving business goals.
- Delivered and maintained internal project schedules, technical documentation, and QA plans across multiple healthcare-facing applications.
- Supported regulatory compliance through design decisions informed by HIPAA and Medicare standards while optimizing system responsiveness.
- Authored the full design and front-end implementation of a custom workforce management platform to avoid over $15K in third-party software spend.

- Increased productivity and reduced physician admin burden by optimizing key interface workflows, saving an average of 2–3 hours per day per user.
- Participated in marketing asset development, including brand redesign and external web presence to support company growth initiatives.

KEY ACHIEVEMENTS
- Earned two "Beast Awards" for exceptional performance under deadline pressure in 2014 and 2017.
- Contributed to Augmedix's recognition as a World Economic Forum Technology Pioneer, supporting innovative care solutions and global visibility.

EDUCATION

POSTGRADUATE DIPLOMA IN INTERACTIVE MEDIA DESIGN, 2019–2020
   Seneca College – Toronto, ON

BACHELOR OF SCIENCE IN COMPUTER SCIENCE, 2008–2012
   North South University – Dhaka, Bangladesh

CERTIFICATIONS & TRAINING
- Google Fundamentals of Digital Marketing Certificate, Dec 2022
- Google UX Design Professional Certificate, Apr 2021

AWARDS AND HONORS

- 2x Beast Awards in 2014 and 2017 at Augmedix, Inc.
- Special shout-out and employee of the month at Health Futures in March 2025.

PROFESSIONAL AFFILIATIONS

- Founded Search of Mystery, a historical documentary YouTube channel with 237,000+ subscribers

VOLUNTEERISM

- Participated in push-up challenge to support mental health in Canada
- Fostered animals through New Collar Collective, Toronto
- Developed a website for Awaj Foundation to raise awareness and donations for underprivileged garment workers in Bangladesh
- Documented First Nation events through photography
- Registered with the Rare Disease Foundation to support people with Shwachman-Diamond Syndrome

ADDITIONAL INFORMATION

Languages: English, Bengali, Hindi, Urdu

Technical Proficiencies: Figma, Adobe CC, AI Tools for UX Design, Google Analytics, Power BI, Microsoft Office, VS Code, HTML5, CSS3/SASS, JavaScript (React), Bootstrap, Kendo UI

Interests: Voiceover, Singing, Soccer (competitive), cycling (recreational), YouTube documentaries and educational content creation, photography, poetry (published a book), travelling, reading.