Mahir Iram

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Lead product designer with 9 years on enterprise B2B SaaS, from complex dashboards and workflow tools to AI products. I take products from 0 to 2M+ end users and prototype with Claude Code alongside Figma.

Work Experience

Founding & Lead Product Designer / Landknock Ltd. **Sep '22 to Present**
Remote (Dhaka, Bangladesh)

- As the only designer on a team of six, owned two platforms from roadmap to launch with no PM, across web and mobile, and took Delimanager, a four-role delivery platform, from **0 to 2M+ end users.**
- Changed the roadmap: pushed for a 60-day MVP over team and investor pressure to build it all first, saving about 6 months of build time, then grew it from 8 early adopters to **460+ paying companies.**
- Built a **Storybook library** in HTML and CSS of about 50 components from Figma tokens, with light and dark themes, so developers reused one set of patterns for tables, filters, forms, and empty states.

UX Consultant / evyAI **Jul '26 to Nov '26**
Part time

- Led design for the **Network section** of an AI-powered LinkedIn sales assistant: a complex, data-heavy CRM-like tool bringing emails, tasks, calendars, and connection data into a single daily workflow.
- Ran **A/B tests** on onboarding and landing-page funnels (hypothesis, variants, readout, iterate) to grow paid subscribers, and fed every readout into the next round of design decisions and team priorities.
- Built the **design library** in Figma across desktop, mobile, and a Chrome plugin in light and dark mode, with variables for tokens and Claude Code alongside Figma to build consistent components faster.

Freelance Product Designer / Upwork **Jan '19 to Aug '22**

Product Designer / Landfriends **Aug '17 to Dec '18**

Education

Computer Science and Engineering / American International University **May '13 to Apr '17**
Dhaka, Bangladesh (Did not complete, left to build Landfriends)

Higher Secondary School Certificate / Cambrian College **Jul '10 to Jun '12**
Dhaka, Bangladesh

Skills and Tools

Design: Workflow Design, Data-Heavy Dashboards, AI Experience Design, Design Systems, Prototyping
Product: 0 to 1 Product Design, Customer Discovery, Usability Testing, A/B Testing, Roadmap Influence, KPIs
Collaboration: Engineering Partnership, Stakeholder Influence, Design Reviews, Mentoring, Workshops
Tools: Figma (Variables, MCP), Claude Code and Skills, HTML/CSS/JavaScript, Storybook, Hotjar, Photoshop

Recognition and Authorship

- **Judge, A' Design Award 2026.** Reviewed 100+ global submissions.
- **Judge, Globee Business Award for Technology, 2025.** Reviewed approximately 200 projects.
- **Author, *Addictive Experience* (Amazon).** How to build habit-forming digital experiences users love.
- **Act COVID-19, Call for Nation Award, 2020.** COVID-response platform built on Landknock.
- **BIG Award (Bangladesh Innovation Grant), 2021.** Top 26 of 7,000+ applicants from 56 countries.
- **Alumni, Grameenphone Accelerator, Batch 6, 2019.** Selected: top 9 of 1,100+ applicants.