



Wakif Alam

Product Designer

[View portfolio here](#)

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Awards

**2nd Runner-Up at ITVerse
2023, UX Design category**

June 2023

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Certificate

**Google UX Design
Professional Certificate**

January 2024- June 2024

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Skills

User Research	User-centered Design
Wireframing	Experience Design
Prototyping	User Interface Design
Visual Design	User Perosna
Design System	Competitor Analysis
User Flow	Figma
Site Map	Photoshop
Information Architecture	Illustrator

Education

University of Dhaka

January 2019- June 2023

BSS in Public Administration

About Me

Product Designer skilled in creating intuitive, efficient digital products. Experienced in SaaS and e-commerce design with measurable impact. Google-certified, proficient in Figma and user-centered design.

Work Experience

Redlime Solutions / UX/UI Designer

January 2024- Present

- Spearheaded the design of a U.S. telehealth SaaS platform with a 30–40% ownership stake. Reduced prescription processing time by 25%, saving doctors over 5 hours weekly and accelerating patient care delivery.
- Built a CMS platform for ThrivewellRx, enabling direct-to-consumer (DTC) healthcare brands to efficiently manage and sell products. Optimized package management workflows, significantly improving order accuracy and reducing fulfillment time.
- Engineered the SaaS platform for Epiq Scripts, a high-volume mail-order pharmacy. Streamlined the full lifecycle of order intake, custom compounding, and logistics handoff—boosting operational reliability by 35%.
- Designed and launched the website and admin dashboard for Aayat Tours, supporting their interactive retreats for Muslim communities. Improved the event booking experience and streamlined internal coordination, leading to increased registrations and better user engagement.
- Directed the end-to-end web design for ThrivewellRx’s e-commerce partners, including Rizz Pharma and NexgenMD. Designed tailored checkout flows that supported intake forms, prescription uploads, and HIPAA-compliant processing—improving conversion and compliance readiness across platforms.

PurpleLeaf Limited / UI Designer

January 2023- December 2023

- Designed a logistics management app from concept to prototype by collaborating with stakeholders, conducting requirement-gathering sessions, and creating paper sketches and low-fidelity wireframes.
- Created high-converting landing pages for multiple clients across various industries, improving lead capture and aligning design with brand goals.
- Designed a task management app from concept to prototype, creating user flows, wireframes, and UI mockups to simplify task tracking and collaboration.