

Tahseen Hossain

Product Designer

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SUMMARY

3+ years of experience shaping research-informed, accessible, conversion-focused digital experiences that simplify complexity, strengthen trust, and improve product outcomes.

EXPERIENCE

Head of Design & Production (Contract)

[California State University, Dominguez Hills](#) | Carson, CA | Jan 2026 - May 2026

- Established the design operations framework for a 44-designer team spanning web, brand, print, social, and events, defining workflows, ownership models, and approval systems that delivered 41 deliverables on schedule across five parallel tracks.

Freelance Product Designer

[Self-Employed](#) | Hybrid | Aug 2022 - Present

Kumar's Auto Detailing | Booking & Service Selection Product

- Shaped Kumar's first end-to-end digital service experience by translating customer research into a mobile-first, call-driven journey that increased daily bookings from two to five a day.
- Reframed the service model around trust, pricing clarity, and premium positioning, contributing to active-day revenue growth from roughly \$300–\$500 to \$1,000–\$1,500.
- Refined the live product through 3+ redesign cycles, using user behavior to validate assumptions and eliminate the booking form when direct calls proved more effective for quote-based services.
- Owned the full product lifecycle in eight weeks, from 15 customer interviews and information architecture through UX/UI, visual system design, and Wix implementation.

Tiny Footprint Coffee | E-commerce & Subscription Product

- Reworked a carbon-negative coffee e-commerce experience by aligning the brand system, product detail page, and purchase flow around clarity and trust, increasing conversion intent by 38%.
- Improved subscription intent by 36%, checkout intent by 25%, and reduced drop-off by 27% by surfacing product value, flavor details, reviews, FAQs, and sustainability proof closer to the point of decision.
- Increased self-reported trust by 21 points by replacing a fragmented brand experience with a cohesive e-commerce system and consistent UI patterns.
- Validated design decisions through 85 survey responses, 10 interviews, and 16 usability sessions, using prototype testing against the live site to refine the experience.

Special Education Math Teacher & Paraeducator

[ABC Unified School District - Gahr High School](#) | Cerritos, CA | Mar 2023 - May 2026

- Translated complex concepts into clear, accessible visual frameworks for diverse learners, reinforcing accessibility-first communication in high-stakes environments.

NCAS Design Engineer (Contract)

[NASA](#) | Houston, TX | Aug 2018 - Aug 2019

- Reworked modular rover components under strict engineering constraints, reducing structural weight by 30% while collaborating across mechanical systems, documentation, and handoff workflows.

SKILLS

Design: Product Design · UX Strategy · Interaction Design · Visual/UI Design · Information Architecture · User Flows · Rapid Prototyping · Design Systems || **Research:** UX Research · Mixed-Methods Research · Usability Testing · A/B Testing · Competitive Analysis · Product Analytics || **Technical:** Accessibility/WCAG · Engineering Handoff · Design QA · Agile Product Delivery · AI-Assisted Prototyping · HTML/CSS/JavaScript || **Tools:** Figma · FigJam · Jira/Confluence · Google Analytics · Adobe Creative Cloud · Microsoft Office Suite

EDUCATION

Bachelor of Arts, Design & Applied Arts

California State University, Dominguez Hills

UX/UI Design Certificate & Electrical Engineering Studies

California State University, Long Beach

Associate of Science, Engineering Physics & Mathematics

Cerritos College

Relevant Coursework: Computer Science, Backend Development, Calculus, Physics