

Tahseen Hossain

Product Designer

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SUMMARY

Product Designer with an engineering background focused on UX strategy, systems thinking, and conversion-focused digital experiences. NASA NCAS Design Engineer • \$340K+ Revenue Impact • 44 Designers Led • Shipped & Product Concept Work

EXPERIENCE

Head of Design & Production (Contract)

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

- Led 44 designers across web, brand, print, social, and events by building team infrastructure from scratch, establishing leads, approval workflows, and asset governance across 5 parallel tracks, delivering a unified visual system on schedule.

Freelance Product Designer

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

Kumar's Auto Detailing | Booking & Service Selection Product

- Designed the company's first digital booking funnel and tiered service architecture, reducing abandoned bookings by 28% and growing booking volume from 2/week to 7–10/day by contributing to a projected \$80K annual revenue lift.
- Restructured service offerings into tiered comparisons with transparent pricing, lifting measured customer trust by 25 points and increasing online bookings by 35%.

Tiny Footprint Coffee | E-commerce & Subscription Product

- Redesigned the end-to-end e-commerce and subscription experience through a mixed-methods research program by 85 surveys, 10 interviews, 16 usability tests, and 4 A/B trials by driving +38% conversion, -27% bounce, and +36% subscription sign-ups.
- Reframed sustainability as a trust architecture problem rather than a visual one, resulting in a projected \$260K year-one revenue lift and a 21-point increase in measured trust score.

Cash App | Bill Split Feature

- Designed a native group payment feature within Cash App's existing interaction model by mapping P2P payment flows and identifying split friction points by reducing time-to-split by 47% and increasing transaction clarity by 31%.
- Validated through 12 moderated usability sessions and 35 unmoderated tests; 92% of users said they would stop using external apps for group splits after one session.

Special Education Math Teacher & Paraeducator

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

- Translated complex systems into accessible visual frameworks for diverse learners daily, directly reinforcing accessibility-first design practice in high-stakes real-world environments.

Design Engineer (Contract)

[NASA Community College Aerospace Scholars \(NCAS\)](#) | Houston, TX | Aug 2018 - Aug 2019

- Reduced rover structural weight by 30% by redesigning modular components under strict engineering constraints, collaborating across mechanical systems and documentation workflows that later informed product QA and engineering handoff practices.

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](#) | Aug 2024 - May 2026

UX/UI Design Certificate & Electrical Engineering Studies

[California State University, Long Beach](#) | Aug 2019 - Oct 2022

Associate of Science, Engineering Physics & Mathematics

[Cerritos College](#) | May 2017 - May 2019

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