

# TAHSEEN HOSSAIN

## Product Designer

(562) 303-8519 • tahseenhossain0@gmail.com • [Portfolio](#) • [LinkedIn](#)

## EXPERIENCE

### Freelance Product Designer

Aug 2022 – Present

#### Tiny Footprint Coffee | E-commerce Platform Workflows 2025

- Increased conversion 38%, reduced bounce 27%, and improved trust 21% by redesigning multi-step purchase and subscription workflows grounded in research and clear decision architecture.
- Optimized activation and adoption by restructuring onboarding and pricing flows to reduce cognitive load and improve self-serve completion.
- Established scalable interaction patterns and a reusable component library that improved consistency across web and mobile and reduced page-build time.
- Synthesized insights from 85 surveys, 10 interviews, and 16 usability tests to define user needs, shape product direction, and align cross-functional teams.
- Delivered production-ready UI and interaction specifications that supported a projected \$260K revenue lift and improved engineering implementation accuracy.

#### Kumar's Auto Detailing | Scheduling and Service Workflows 2022 – 2025

- Increased completed bookings 35% and reduced abandoned sessions 28% by simplifying scheduling, pricing, and service-selection workflows.
- Designed multi-role coordination flows supporting users booking services for others, clarifying timelines, status updates, and expectations.
- Built scalable documentation for interaction patterns, system states, and constraints to support future platform expansion.

#### One Shot | Diagnostic Workflow System (Concept) 2022

- Increased task success 42% and reduced completion time 31% by restructuring complex diagnostic steps into intuitive, testable workflows.
- Applied design sprints, co-creation, and human-centered design practices to validate early concepts and refine interaction models.
- Developed adaptable workflow structures supporting automation and AI-assisted decision layers across service environments.

#### Cash App | Shared Financial Coordination (Concept) 2022

- Improved clarity 31% and reduced time-to-resolution 47% through redesigned multi-party expense coordination workflows.
- Modeled a \$380K projected quarterly revenue opportunity grounded in recurring automation logic and real-use behavioral patterns.

#### ABC Unified School District | Product Designer, Education Systems

Mar 2023 – Present • Cerritos, CA

- Improved comprehension 15% by translating complex instructional processes into accessible, user-tested visual systems.
- Increased engagement 20% by identifying friction and rapidly iterating prototypes informed by student and educator feedback.
- Developed scalable frameworks for flows, layouts, and components used across teams to support equitable implementation.

#### NASA | Design Engineer (Contract)

NCAS | Aug 2018 – Aug 2019 • Houston, TX

- Reduced rover structural weight 30% by redesigning modular components under strict engineering constraints.
- Documented navigation logic, failure states, and system behavior to align engineering teams and accelerate testing cycles.
- Clarified tradeoffs and requirements across disciplines, improving decision-making efficiency.

## EDUCATION

### Bachelor of Arts, Design and Applied Arts

California State University, Dominguez Hills

Expected May 2026

### UX/UI Design Certificate and Electrical Engineering Coursework

California State University, Long Beach

Oct 2022

Available for full-time roles

## SKILLS

Interaction design • Visual design • Systems thinking • Workflow design • UX research • Usability testing • Rapid prototyping • Information architecture • Product-led growth design • Design sprints • Human-centered design • Jobs-to-Be-Done • Data-heavy workflow design • AI-assisted design • Component systems • High-fidelity UI

**Tools:** Figma • FigJam • Miro • Illustrator • Photoshop • HTML/CSS • AI prototyping tools (Figma Make • Cursor) • Jira • Agile