



SOHANUR RAHMAN

Senior WordPress Product Designer

UI Designer · Business Analyst · AI-Powered Workflows

sohanuiux@gmail.com

github/sohanur13

linkedin/sohanuiux

+880 15679-10334

pixiio.com/portfolio

Katnarpara Hotu Mia Lan, Bogura-5800,

PROFESSIONAL SUMMARY

Senior Product Designer with 6+ years of experience crafting high-quality digital products for the WordPress ecosystem and international SaaS companies. Led design across 40+ product pages, 150+ Elementor templates, and 100+ landing pages. Advocate for systematic design thinking, accessibility, and AI-augmented workflows. Proven track record of shipping products used by hundreds of thousands of users worldwide.

CORE COMPETENCIES

WORDPRESS

Elementor

Gutenberg

Block Development

Theme Design

WooCommerce

Plugin UI Design

AI WORKFLOW

Prompt Engineering

AI-assisted Iteration

Midjourney

ChatGPT

Figma AI

Design Automation

PRODUCT DESIGN

UI/UX Design

Design Systems

Interaction Design

Accessibility (WCAG 2.1)

Responsive Design

Prototyping

COLLABORATION

Cross-functional Teams

Developer Handoff

Design Review

Stakeholder Presentation

Agile / Scrum

PROFESSIONAL EXPERIENCE

Senior Product Designer

BdThemes

2022 – Present

Full-time

- Lead end-to-end product design for Element Pack, ZoloBlocks, PostKit, and StoreKit — products serving 500,000+ active users.
- Established and maintain the company's first unified design system, reducing UI inconsistencies by 60% and cutting design-to-dev handoff time.
- Drive accessibility initiatives, bringing all flagship products to WCAG 2.1 AA compliance.
- Collaborate directly with engineering leads on component architecture, ensuring pixel-perfect implementation.
- Mentor junior designers and introduced structured design critique sessions.

➤ Employee of the Year 2022 & 2023

➤ Shipped 40+ product pages and 150+ Elementor templates

➤ Increased product rating from 4.3 → 4.8 on WordPress.org through UX improvements

Product Designer

BdThemes

2019 – 2022

Full-time

- Owned the visual design and UX for OneAccessibility — the company's dedicated accessibility plugin.
- Designed 100+ landing pages for international marketing campaigns targeting European and North American markets.
- Created 20+ full client project deliverables spanning WordPress themes and SaaS dashboards.
- Introduced Figma as the primary design tool and migrated the team from Adobe XD.

➤ Employee of the Month ×3

➤ Delivered 100+ landing pages with average conversion lift of 18%

FEATURED PRODUCTS

Element Pack

The most comprehensive Elementor addon with 250+ widgets, 500+ templates, and enterprise-grade components trusted by 250,000+ websites globally.

Contribution: Lead Product Designer — full design system, widget UI, onboarding, and documentation portal.

Elementor

Figma

WordPress

SCSS

OneAccessibility

WCAG 2.1 AA-compliant accessibility widget for WordPress. Enables visual adjustments, keyboard navigation, and screen-reader support with one click.

Contribution: Sole designer — UX research, interaction model, floating UI, admin dashboard, and marketing site.

WordPress

Figma

WCAG 2.1

JavaScript

ZoloBlocks

Full-featured Gutenberg block library focused on speed and flexibility. Used by 80,000+ sites to build complex layouts without custom code.

Contribution: Lead designer — block component system, block inspector UI, template library, and brand identity.

Gutenberg

React

Figma

Tailwind CSS

PostKit

Advanced post and archive display suite for Elementor and Gutenberg. Gives editors granular control over content presentation.

Contribution: Product designer — widget architecture, filter UI, responsive preview system, and demo builder.

Elementor

Figma

PHP

WordPress REST API

StoreKit

WooCommerce design kit providing 60+ shop elements and complete storefront templates optimised for conversion.

Contribution: Lead designer — product page templates, cart and checkout UX, cross-sell patterns, and brand.

WooCommerce

Elementor

Figma

SCSS

AI WORKFLOW

Research

User interviews, competitor audit, heuristic evaluation with AI-assisted synthesis

Design

Wireframes → high-fidelity in Figma with auto-layout components and design tokens

Prototype

Interactive prototypes in Figma with realistic data and edge-case flows

AI Iteration

Midjourney for visual exploration, ChatGPT for copy, Figma AI for variant generation

Dev Collaboration

Structured handoff via Figma Dev Mode, annotated specs, and Storybook reviews

Launch

Quality assurance pass, accessibility audit, post-launch analytics review

OPEN SOURCE & COMMUNITY

2019

- Plugin Translation Contributor — WordPress.org (Bangla locale)

2021

- Elementor Community — Active contributor, template reviews and feedback

2023

- WordCamp Sylhet 2023 — Volunteer & Organiser

2024

- WordCamp Sylhet 2024 — Speaker: "Designing Accessible WordPress Products"

2025

- WordCamp Dhaka 2025 — Speaker: "AI-Augmented Product Design Workflows"

KEY ACHIEVEMENTS

6+

Years Experience

100+

Landing Pages

150+

Elementor Templates

40+

Product Pages

20+

Client Projects

×2

Employee of the Year

×3

Employee of the Month

500K+

Users Reached

TECHNICAL SKILLS

DESIGN

Figma

Adobe XD

Illustrator

Photoshop

Principle

Framer

InVision

Zeroheight

WORDPRESS

Elementor

Gutenberg

WooCommerce

ACF

WPML

Divi

Bricks Builder

GeneratePress

DEVELOPMENT

HTML5

CSS3 / SCSS

Tailwind CSS

JavaScript

React

REST API

Git / GitHub

AI TOOLS

ChatGPT

Midjourney

Figma AI

Notion AI

GitHub Copilot

Perplexity

EDUCATION

Bachelor of English — National University

2016 – 2020

Leading University, Sylhet

LANGUAGES

Bangla Native

English Professional Working Proficiency