

Mahamudul Hassan Joy

Digital Marketing Executive & E-commerce
UX/UI Strategist

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Portfolio: <https://dribbble.com/Joy49>



E-commerce Growth Marketer and Web Designer with over 4+ years of experience launching and scaling digital experiences that convert. I bridge the gap between aesthetics and revenue—using Figma to prototype clean layouts, custom HTML/CSS/JS to develop them, and deep user behavior analytics to optimize the entire funnel. Expert at driving full-funnel marketing strategies, generating high-quality leads, and removing checkout friction across WordPress and Shopify ecosystems.

Experience

Digital Marketer & UX/UI
Designer

Silmebag Industries Ltd.

Oct 2024 – Present

Architect full-funnel marketing and lead generation strategies to scale consumer acquisition. Deploy targeted SEO campaigns and optimize on-page architecture to maximize search visibility. Analyze user behavior data and traffic metrics to optimize lead generation funnels, reduce drop-offs, and increase overall conversion rates. Redesign end-to-end website UI/UX to create intuitive, visually compelling, and frictionless user journeys that capture engagement and drive actions. Live site: <https://silmebag.com/>

Growth Marketer & UX/UI
Designer (Remote)

Shah Furniture

Dec 2025 – Present

Designed and coded responsive WordPress storefronts matching precise layouts. Built Figma prototypes for product grids, navigation menus, and collection pages. Used behavioral analytics to streamline the buyer journey with minimalist interface design. Site: <https://shahfurniture.com/>

Digital Marketing Manager
(Remote)

Tamanbazar

Sep 2024 – Nov 2025

Lead multi-channel performance marketing, customer behavior analysis, and growth strategy for an eco-friendly jute/cotton bag and kitchen apron e-commerce store. Optimize website navigation, cart flows, and landing page layouts based on visual data insights to elevate the shopping experience. Live Site: <https://tamanbazar.com/>

Marketing Strategist & E-
commerce UX Designer

Taskan Enterprise

Mar 2023 – Oct 2024

Designed, coded, and optimized a responsive WordPress e-commerce infrastructure to scale an organic food brand. Conducted deep-dive customer behavior analytics and UX audits to map user drop-offs and eliminate checkout friction. Created high-converting, minimalist WordPress landing pages designed to highlight product purity, capture high-quality leads, and drive direct sales. Live Site: <https://taskan.com.bd/>

E-commerce UX Designer
(Freelance)

Lamadem Shopify Storefront

Designed and built a fully responsive Shopify store optimized for clean navigation, product discovery, and cart conversion. Live Site: <https://lamadem.com/>

Education

Daffodil international university

Bachelor of Computer Science & Engineering

Jan 2020 – June 2024

Skills

Product discovery
Business analysis
UX research
User testing
Customer journey mapping
Information architecture
Wireframing
Prototyping

UI design
Illustration
Interaction design
Design system
A/B testing
Coding fundamentals. HTML,
CSS, JavaScript, SQL.

Figma
Sketch
Adobe XD
Adobe Illustrator
Wordpress
Shopify
Microsoft Clarity
Google Analytics