

Hello I'm

Ali Ashraf Tohin

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Professional Experience

Senior UI/UX and Brand Designer with 7+ years shipping design at scale for fintech, blockchain, and SaaS platforms. Proven record of translating product strategy into measurable outcomes — including a 476% growth in paid subscribers and a 733% increase in social reach. Deep expertise in end-to-end product design (research, systems, prototyping, handoff) and brand identity. Comfortable owning design end-to-end in fast-moving, cross-functional teams. Currently building Alivai Studio, a premium branding and UI/UX practice.

Experience

Jan 2021 - PRESENT

Bookmap Ltd. | UI & Brand Designer - Cyprus

- Served as the sole design function across product, marketing, brand, and partnerships — coordinating with 9+ stakeholders including the CEO and co-founder, contributing directly to 476% subscriber growth (21K → 100K).
- Owned the full design system — typography, components, and brand guidelines across web, email, social, and print; led the brand font migration (Muller → Raleway/Inter) and became the internal authority on all brand decisions.
- Designed every customer-facing surface — homepage, 5+ B2B partner pages (Tradier, Lime Trading, Plus500, EdgeClear), email templates (Figma Make → responsive HTML), instrument content pages, and social visuals across 5 platforms — cutting production time by 70%.
- Reduced onboarding completion time by 23% through progressive disclosure redesign and usability testing.
- Pre-churn and win-back email design contributed to a 12% reactivation rate and a content campaign that generated \$33K+ in attributed revenue with 24% YoY growth in organic sales.

2021 - 2022

Open Web Collective (funded by Near Protocol) | Visual Designer - USA • Remote

- Delivered end-to-end visual design for 3 consecutive accelerator cohorts — including landing pages, pitch decks, and digital brand assets — supporting 30+ Web3 startups through the programme.
- Increased visitor engagement by 44% by overhauling the brand visual system with a Web3-native design language: bold typography, dynamic gradients, and blockchain-aligned visual metaphors.
- Maintained a 98% on-time delivery rate across all project deadlines, operating independently across multiple concurrent briefs with zero project management overhead.

2019 - 2021

Harmony protocol | UI Designer - USA • Remote

- Scaled the brand's social media reach by 733% (12K → 100K followers) through a consistent, Web3-focused visual identity system applied across all organic and paid channels.
- Led design implementation of the staking dashboard UI and internal web applications — coordinating feedback loops with engineering and product to maintain pixel-level fidelity to design intent.
- Reduced front-end development time by 65% by building a production-ready asset library (icon set, illustration system, UI component kit) delivered directly to the engineering team via Figma.

Jan 2018 - PRESENT

Independent Design Consultant

- Delivered a full brand and UX transformation for a client that resulted in a 500% lift in brand recognition within 12 months, measured through direct client reporting and market perception surveys.
- Designed UI for 7+ Web3 products — including dApps, staking dashboards, KOL management platforms, and crypto social trackers — with a consistent focus on information hierarchy, trust, and user retention.
- Sustained a 4-year engagement with a key client, acting as their embedded design partner across product iterations, marketing campaigns, and brand evolution.

Core Skills & Competencies

Leadership & Direction

Design Systems Ownership · Brand Governance · Creative Direction · Stakeholder Management · Cross-functional Leadership · Design Standards & Documentation

Product & UX

End-to-end Product Design · Information Architecture · User Research · Interaction Design · Usability Testing · Conversion Optimisation · A/B Testing

Brand & Visual

Brand Identity · Visual Design · Motion Graphics · Typography Systems · Marketing Design · Social Visual Systems

Development-adjacent

HTML/CSS Fundamentals · Vibe-coding (Figma-to-code) · CMS (WordPress, Webflow)

Tools & Technology

Figma · Adobe Creative Cloud (Ps, Ai, Ae) · Affinity Suite · Claude Code · Midjourney · Figma Make · HTML/CSS · Notion · Jira

PORTFOLIO

Selected work and case studies at alivai.net

Education

2014 - 2018

Bachelors of Business Administration, East West University - Dhaka

Major: Management Information System

RECOMMENDATION

MD Eftakher

Lead Product Designer, UBIX Labs
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Garlam Won

Managing Partner, Momentum 6
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Nikolaos Kostopoulos

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