

# ATIKUR RAHMAN

Design Leader · AI & Product · Healthcare · Maritime · Enterprise

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## PROFILE

Product design leader with 13+ years of experience designing products that serve people at scale, across healthcare, maritime, and fintech.

My most significant work spans McKesson's Ontada ecosystem (Fortune 9), where I led design for clinical and patient-facing tools deployed across 70+ oncology practices within McKesson's US Oncology Network, reaching 1.6M+ cancer patients annually — and Fintraffic's Port Activity App, a Finnish public sector maritime platform serving 30+ ports across Europe. Across both, I have led research, defined design direction, built scalable systems, and shipped products used by thousands of professionals daily.

AI tools are a genuine part of how I work. I use Claude, UX Pilot, Figma Make, Supernova, and Attention Insight daily, not to replace design thinking, but to move faster and make better-informed decisions. I also give back, mentoring designers globally as a Top 1% ADPList mentor, helping them build skills, portfolios, and careers.

## CORE CAPABILITIES

- UX Strategy and Design Leadership
- Human-Centered and Clinical UX
- UX Research and Usability Testing
- Design Systems and Scalable Patterns
- AI-Assisted Design Workflows
- Workshop Facilitation and Co-design
- Interaction and Visual Design
- Information Architecture
- Cross-Functional Collaboration
- Stakeholder Management and Influence
- Frontend Development, React and JavaScript
- Agile and Lean Product Development

## PROFESSIONAL EXPERIENCE

**Senior UX Designer** | Apr 2021 to Present

**Unikie Oy**, Helsinki

**McKesson, Ontada Health** Fortune 9 Healthcare · Oncology

- Productized the patient intake form system across 70+ oncology practices serving 1.6M+ cancer patients annually, shipped across web, tablet, and mobile kiosk.
- Established 17 evidence-based form design principles, replacing inconsistent multi-column layouts with a scalable single-column system, reducing per-practice design and engineering effort to near zero through a self-serve patterns framework.
- Redesigned the clinical queue task board through user interviews and usability testing, reshaping how practice staff manage patient scheduling, task assignment, and daily administrative workflows.
- Designed appointment reminder experiences across SMS, email, and patient portal, improving patient communication touchpoints across the Ontada ecosystem.
- Built Figma-based design systems documented with Supernova, bringing shared design language and component consistency across 4+ product lines. Collaborated with VP and Director-level leadership to align design direction and ensure cross-functional delivery with engineering and QA.

**Fintraffic Port Activity App**, Finnish Public Sector · Maritime Logistics

- Served as UX Lead across the full product lifecycle, from discovery and user research to production, on a maritime platform serving 30+ ports across Finland, Sweden, and Europe.
- Designed real-time ship positioning on map interfaces, fleet tracking visualization, and Vaisala weather data overlays, used daily by port operators and ship agents managing live maritime operations.
- Shipped 8+ features from zero to production, including predictive berth planning, smart space monitoring, service orders, and incident reporting, contributing to CO2 reduction in Finnish maritime logistics.

## **UX Designer and Frontend Developer | May 2020 — Apr 2021**

**Zapflow Oy**, Espoo

- Owned UX and frontend development for Zapflow, a SaaS VC platform, redesigning core workflows, building a scalable design system, and developing responsive web applications in React.
- Redesigned the public-facing website, improving usability and visual consistency for prospective customers and investors.

## **Frontend Developer | Nov 2019 — May 2020**

**Integrify Oy**, Helsinki

- Completed Integrify's intensive 6-month full-stack development program, covering JavaScript, React, Redux, Node, and Express, up to 1000 hours of hands-on coding led by experienced software developers.
- Built applications in agile teams across product, design, and engineering, strengthening frontend architecture skills and deepening design-to-engineering collaboration through technical practice.

## **EARLIER CAREER**

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### **2010 - 2019 · Dhaka, Bangladesh**

- UI Designer, Kite Games Studio — designed and shipped 6 native iOS applications end-to-end through App Store submission.
- Junior UX Designer and Frontend Developer, Nuspay International — designed mobile and web interfaces for fintech payment gateway applications across Android and web.
- Graphic Designer, Avery Dennison — retail branding for global clients including Walmart, H&M, and C&A.

## **LEADERSHIP AND CONTRIBUTIONS**

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### **Guest Lecturer and Speaker**

- Tampere University, Human Technology Interaction Master's Program — Product Design in the Age of AI, covering practical AI tools and how they are reshaping modern design practice.
- Growthschool — User involvement in product design, exploring early-stage research and validation methods for product teams.
- BAFU — Career pathways for the Bangladeshi and immigrant community in Finland, sharing practical guidance on navigating the design industry.

### **UX Mentor, Top 1% Global Mentor — ADPList**

- Recognised as a Top 1% Global Mentor on ADPList, 100+ designers mentored, many now working in UX roles at product companies worldwide.
- Giving back through free mentoring, coaching spans product design strategy, AI-native workflows, portfolio building, and UX case studies, helping designers at all levels develop practical skills and advance in their careers.

## **EDUCATION**

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### **MSc Software Systems and Service Development (GS3D)**

University of Oulu, Finland | 2017 -2019

Thesis: Early-phase user involvement to validate MVPs, a Lean UX approach

### **Full-Stack Web Development**

Integrify Oy, Finland | 2020 - 2021

### **BSc Computer Science and Engineering**

Bangladesh University, Dhaka | 2010 - 2013

### **Graphic Design & Printing**

Graphic Arts Institute, Dhaka | 2006 - 2010