Hello, I am
Anamoul Rouf

I'm a Senior **UX Product Designer** with over **8 years of experience**, specialising in creating seamless user experiences for the travel booking industry. At ShareTrip Inc.:

- I led a design team to transform their travel booking platform, serving over 1.2 million users.
- We **improved usability by 54%** and **grew active users by 56%** in just six months through user-centred design and rapid testing.
- I also developed a **design system** that **increased team productivity by 25%**, ensuring consistency across mobile apps and web portals like ShareTrip Website, ShareTrip Android App, and ShareTrip iOS App.
- I'm proficient in Figma, FigJam, and other design tools, and I'm passionate about balancing complex business needs with user satisfaction, making travel booking smoother and more intuitive.

I'm excited to bring my passion and expertise to new design challenges.

Leadership and Team Management:

- I've led design teams at Truck Lagbe, ShareTrip, and CES, mentoring up to 5 designers and fostering collaboration.
- At Truck Lagbe, we tackled fraud and **boosted trip completion rates** through smart design decisions.
- At ShareTrip, we **improved usability by 54%** and **grew active users by 56%** in just six months proof of my ability to drive results.

User-Centred Design:

- I'm deeply committed to understanding user needs through **empathy and data-driven decisions**.
- I've conducted UX research and testing for large user bases, like 2 million at Truck Lagbe and 1.2 million at ShareTrip, ensuring our designs really connect.

Design Systems Expertise:

- I've built and maintained design systems across companies like CES, Playground Labs, Truck Lagbe, and ShareTrip, **saving up to 25% of team time and keeping everything consistent**.

Cross-Functional Collaboration:

- I'm great at working with **stakeholders, product managers, developers,** and **business teams** to align design with goals. I've teamed up with CEOs and CTOs, especially at ShareTrip, to solve UX problems and boost user engagement.

Diverse Industry Experience:

- My work spans **logistics, healthcare, travel, web3, e-commerce** and more, showing my adaptability to tackle complex challenges across different fields.

Continuous Learning and Innovation:

- I've earned certifications from Google, Darden School of Business, and Coursera, and I'm passionate about emerging tech like AR, VR, and AI, keeping me ready for the future of design.

Certifications & Education:

- **Google UX** Google Career Certificates (Coursera) (2020 - 21)
- **Design Thinking for Innovation** Darden School of Business (Coursera) (2020 - 21)
- **Conducting Usability Testing** IDF (2020 - 21)
- **Human-Centered Design** UCSan Diego (Coursera) (2019 - 20)
- **Gamification** University of Pennsylvania (Coursera) (2020 - 21)
- **UX Design Fundamentals** CALARTS (Coursera) (2019 - 20)
- **Google UX** Google Career Certificates (Coursera) (2020 - 21)
- **Certificate in Web Design & Development** Trivuz Academy (2013)
- **Certificate in Basic Drawing** Akantish School (2017)
- **BBS, Business Studies** National University , Bangladesh (2005 - 09)

- ✉ anamoulrouf.ux@gmail.com
- ⚒ anamoulrouf.com/portfolio
- 🌐 anamoulrouf.com
- in linkedin.com/in/roufuxdesigner
- ▶ About Myself

Work History:

Sr. Product Designer at
Continental Expedited Services (CES)
(May 2024 – Present)
I'm leading the design team at Continental Expedited Services (CES) to building a TMS system with cutting-edge technology and efficient logistics systems through North America.

Sr. Product Designer at **Playground Labs**
(from OCT 2022 to OCT 2023)
I led the design process at Playground Labs to building the economic engines of the metaverse and Web3 products.

Product Designer at **Curogram**
(from APR 2022 to AUG 2022)
I worked at Curogram to building a communications tool for medical offices and their patients.

Product Design Manager at
Truck Lagbe Limited
(from MAY 2021 to MAY 2022)
I helped the Design team at Truck Lagbe to building a TMS system more user friendly and intuitive.

Sr. Product Designer at **ShareTrip Inc.**
(from SEP 2018 to APR 2021)
I designed travel booking experience at ShareTrip as country's first and pioneer online travel aggregator (OTA).

I've also worked for others products like - JoBike, Workd, Beatnik, Portwallet, ThemeXpert, Berger Paitns, Bengal Meet, Banglalink, G&R, Pimjo Labs.

To know more visit at
https://anamoulrouf.com/about

Design Skills:

UX Research
- User Interview
- Competitor Analysis
- Contextual Inquiry
- Persona
- Storyboarding
- Scenario
- Information architecture
- User Journey Map
- Sketches
- Wireframing

- Rapid Prototyping
- Heuristic Evaluation
- Usability Testing

UI Design
- Design System
- Hight fidelity Design
- Micro Interactions
- Design Audit
- Design Documentation
- Design Hand-off

Design Tools:

- Figma
- FigJam
- Balsamiq
- Miro

- Adobe XD
- Adobe Creative Suit
- Zeplin
- Notion