Hello, I am
Anamoul Rouf

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in linkedin.com/in/roufuxdesigner   ✕ Portfolio

User-centric UX Product Designer with **8+ years** of experience building seamless experiences for mobile apps, web applications, and websites. Proficient in Figma, FigJam, and other design tools, with a strong focus on data-informed and empathetic design practices.

- Contributed to startups and product-driven companies, designing **8 mobile apps**, **15 web applications**, and **35 websites**.
- I'm passionate about balancing complex business requirements, and user needs through a user-centered design process.

Work History

Sr. Product Designer at Playground Labs (from OCT 2022 to OCT 2023)

Playground Labs is building the economic engines of the metaverse and Web3 products.

- Communicated research findings, designed for **KAP Games, Heimdall App, Kapital DAO Staking**.
- Communicated research findings and designed for Web3 products. Develop diagrams and wireframes using Figjam and create visual mockups, click-throughs, and prototypes for user testing.
- Collaborated with stakeholders, closely worked with the development team, and efficiently the handoff process.
- Led the development of a Design System and create foundational components in Figma design library for all platforms.

Product Designer at Curogram (from APR 2022 to AUG 2022)

Curogram is a communications tool for medical offices and their patients.

- Contributed to **Curogram**, **Sick Mobile App**, **Sick Web App**, **Curogram Admin Portal**.
- Collaboratively work with product managers, developers, business teams, and other stakeholders. Develop diagrams, wireframes, visual mockups, click-throughs, and prototypes. Collect, analyse, and report data for insights.
- Developed and maintained a **Design System** in Figma for consistent UI design across platforms.

Product Design Manager at Truck Lagbe Limited (from MAY 2021 to MAY 2022)

Truck Lagbe is the largest and pioneer in truck and pickup rental service provider.

- Led a team of 5+ designers, designed for 2M+ users through mobile apps, portals, and the SAAS platform. Conceived, planned, and drove the development of high-end, products- **Shipper App, Driver App, Website, User Portal, Business Portal, Fleet Management, Admin Portal**.
- I worked collaboratively with cross-functional teams, including Tech, Business, Marketing, and others. Conducted user interviews, testing sessions, and helped the team make strategic decisions. Also, helped the team **reduce Fraudulent Cases by 30%** and **increase trip Completion Rate (CR) by 35%**.
- Designed and evaluated the **Design System** and maintained consistency and continuity, **saving 25%** of designers' and developers' **productive time** (around).

Sr. Product Designer at ShareTrip Inc. (from SEP 2018 to APR 2021)

ShareTrip is the country's first and pioneer online travel aggregator (OTA).

- I have designed a functional and delightful experience through 2 mobile apps, 1 B2B portal, and 1 SAAS platform for 1.2M+ and future billion users. Also, led a team of 4+ designers and designed several B2B and B2C products (**ShareTrip Website, ShareTrip Android App, ShareTrip iOS App, ShareTrip Agent App, B2B Portal, STHotels, STOps**).
- Assembled informative insights from research and interviews. Made strategic decisions using rapid testing and design thinking approach, **improved usability by about 54%**.
- Collaborated and coordinated with CEO, CTO, engineers, and other stakeholders to define UX problems, improve user engagement, and generate about **56% growth** in active users in 4 months.
- Created a seamless and intuitive booking experience through the platform with about **86% success rate**.
- Facilitated the design team in developing and maintaining the design system, implementing the design process to **increase team productivity by around 25%**.

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

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)

BBS, Business Studies National University , Bangladesh (2005 - 09)

+ More

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
- Accessibility Testing

UI Design

- Design System
- High fidelity Design
- Micro Interactions
- Design Audit
- Design Documentation
- Design Hand-off
- Unit Testing

+ More

Tools

- Figma
- FigJam
- Balsamiq
- Miro
- Adobe XD
- Adobe Creative Suit
- Zeplin
- Notion

+ More

Work Interest

- Augmented Reality (AR)
- Virtual Reality (VR)
- Design for AI-Driven Tech
- User Survey Data Analysis.