



I'm **Anamoul Rouf**

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About Me

Profile

I'm a Product Designer with more than 7 years of working experience building bridges between business, technology, and human.

- I've helped startups and product-driven companies to build **7+ mobile apps, 10+ web applications**, and 25+ websites.
- I believe in design practice that is data-informed and driven by empathy.
- I'm passionate about balancing complex business requirements, and user needs through a user-centered design process.

Sample of the products and companies I have worked with:





A Solution for the Job Seekers to Connect with Opportunities

A screenshot of the workd mobile application's dashboard. At the top, there is a search bar with the placeholder "search job title or skill". On the right side of the header are notification icons and a user profile for "Anamoul".

The main dashboard features several key metrics:

- Profile View (This Month):** A line chart showing views over time. A specific peak is highlighted on March 14, 2020, with 605 views.
- 4029 ...**: This large number likely represents total profile views or matches.
- Potential Jobs (This Month):** 13
- Matched Jobs (This Month):** 9
- Search Appearance (This Month):** 329
- Applied Job (This Month):** 8

On the right side of the dashboard, there is a section titled "Jobs for you" which lists several job opportunities:

- Product Designer at Grameenphone Dhaka, Bangladesh. [View Jobs](#)
- Product Designer at Grameenphone Dhaka, Bangladesh. [View Jobs](#)
- Product Designer at Grameenphone Dhaka, Bangladesh. [View Jobs](#)
- Product Designer at Grameenphone Dhaka, Bangladesh. [View Jobs](#)
- Product Designer at Grameenphone Dhaka, Bangladesh. [View Jobs](#)
- Product Designer at Grameenphone Dhaka, Bangladesh. [View Jobs](#)
- Product Designer at Grameenphone Dhaka, Bangladesh. [View Jobs](#)

At the bottom of the dashboard, there are links for "Profile Viewer", "All Profile Views", "Last Applied Jobs", and "All Jobs". On the left side, there is a sidebar with navigation options: Dashboard (selected), Jobs, Profile, and Settings. There is also an "Invite Friends" section with a "Invite Now" button.

Design Candidate Panel from Scratch

Project
Workd Candidate Panel

Timeline
March 2020 – May 2020

Platform
Web application.

Tools
Figma, FigJam, Notion.

My Role
UX Research, UI/UX Design.

Team Collaboration
Product, Marketing, and Tech.

Background

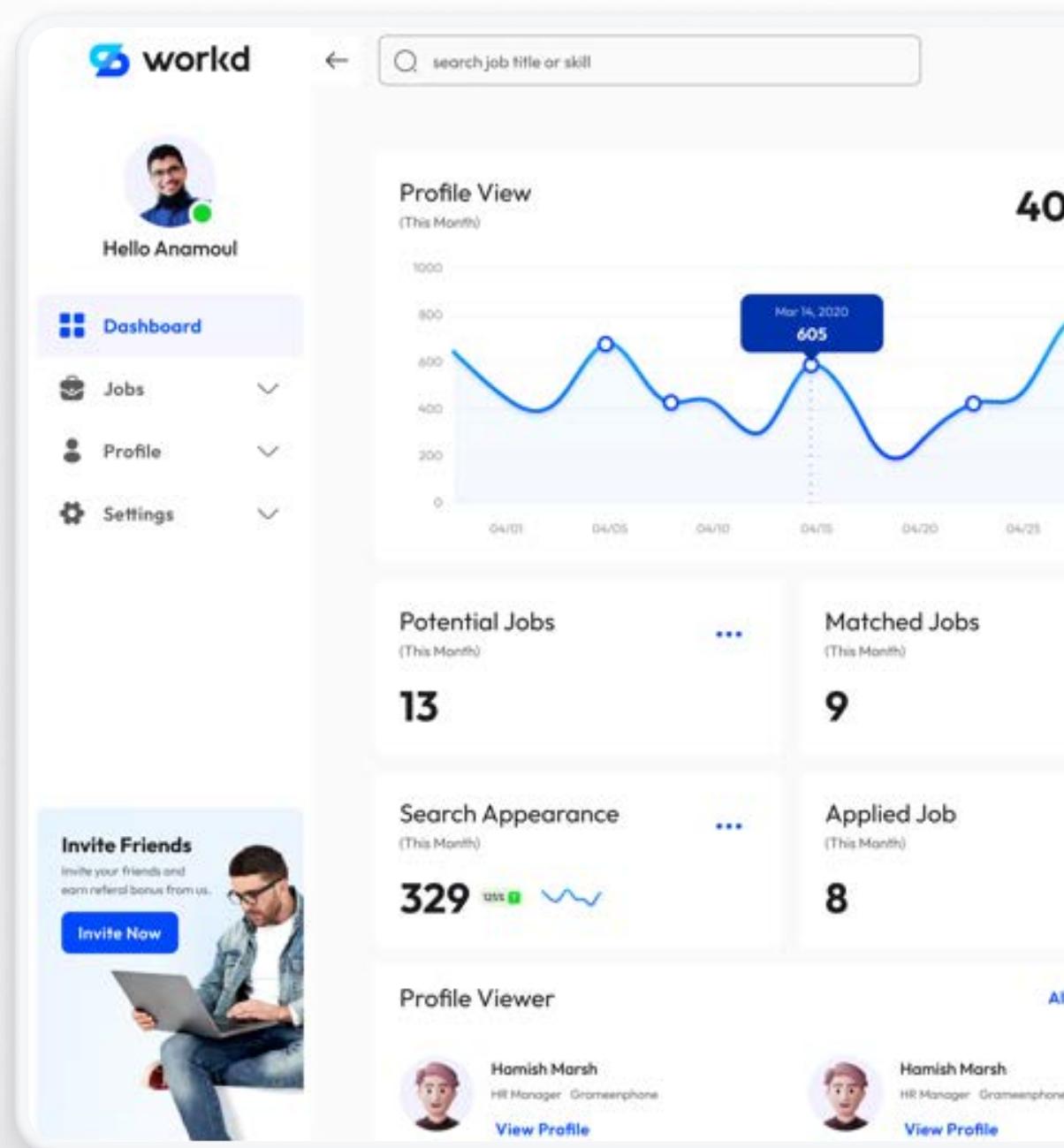
Workd is also a doorway to connecting job seekers with employers. Our main challenge is to design a portal that helps job seekers with career-changing opportunities.

Goal

- Design a conversion-friendly user flow.
- Get a more efficient, functional, and scalable job application process with more efficient, functional and scalable.

Outcome

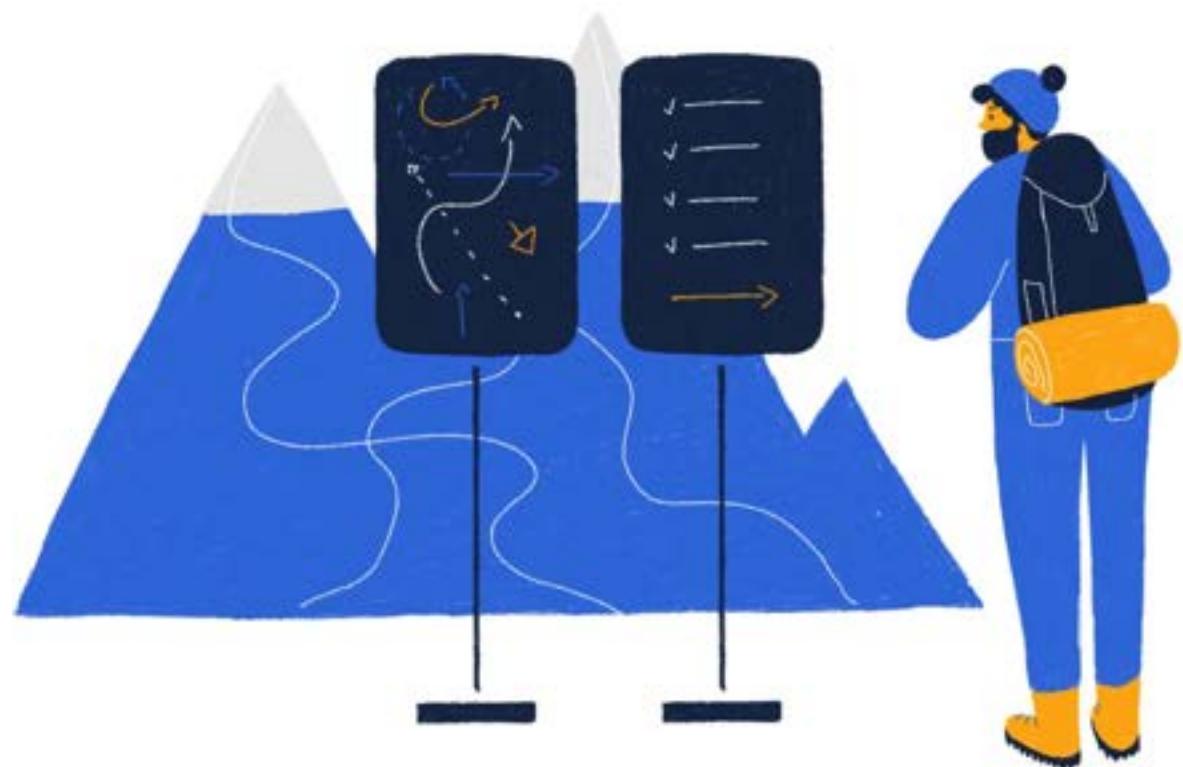
- The number job applications was increased by 45%.
- A job portal with more efficiency and functionality job search experience.



Design Challenge

Our main challenge was to design a portal for the candidates, where they can explore new opportunities, apply for them, and get hired by the employer.

- It has to be easily used by the non-tech people.
- Candidates can get new relevant job posts notifications.
- Candidates can get connected with the employer.
- Candidates can go through the hiring process and also get hired by the employer.

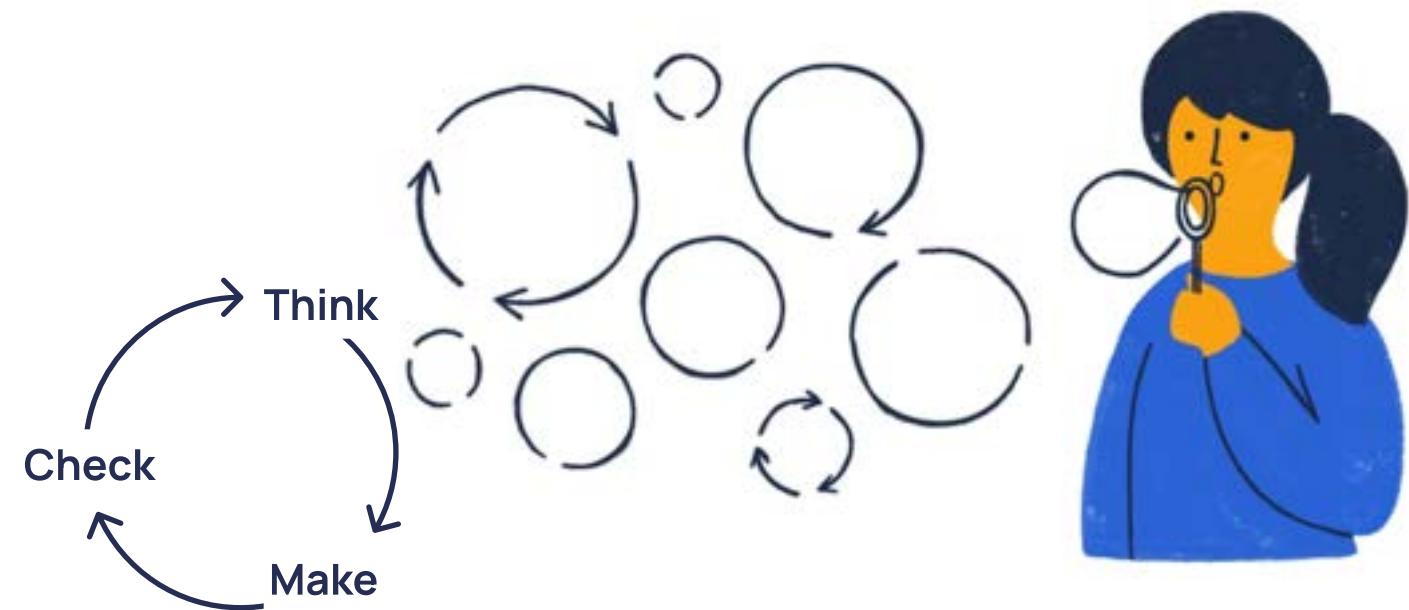


The UX Process

When we have minimal time and resources, selecting an efficient, sustainable, and flexible design process is always challenging. I have chosen the approach to the Lean UX process. It is an iterative process with three simple steps.

- Think
- Make
- Check

and keep repeating the steps.



The Discovery

The discovery phase was a quick, high-intensity effort that allowed us to -

- Define project goals and milestones
- Audit the existing process faults
- Review the existing solutions by other similar products
- Understand business visions
- Empathize the users' needs, behaviors, and pain-points
- Understand technological feasibility and constraints.

Here are three considerations that help me to understand and prioritize the issues.

- How satisfying is the solution for users?
- How well is this solution for users' problem solving and also good for business?
- How challenging would it be to build from the technical feasibilities and limitations?

workd

Jobs For Employers

email address

password

Remember Me

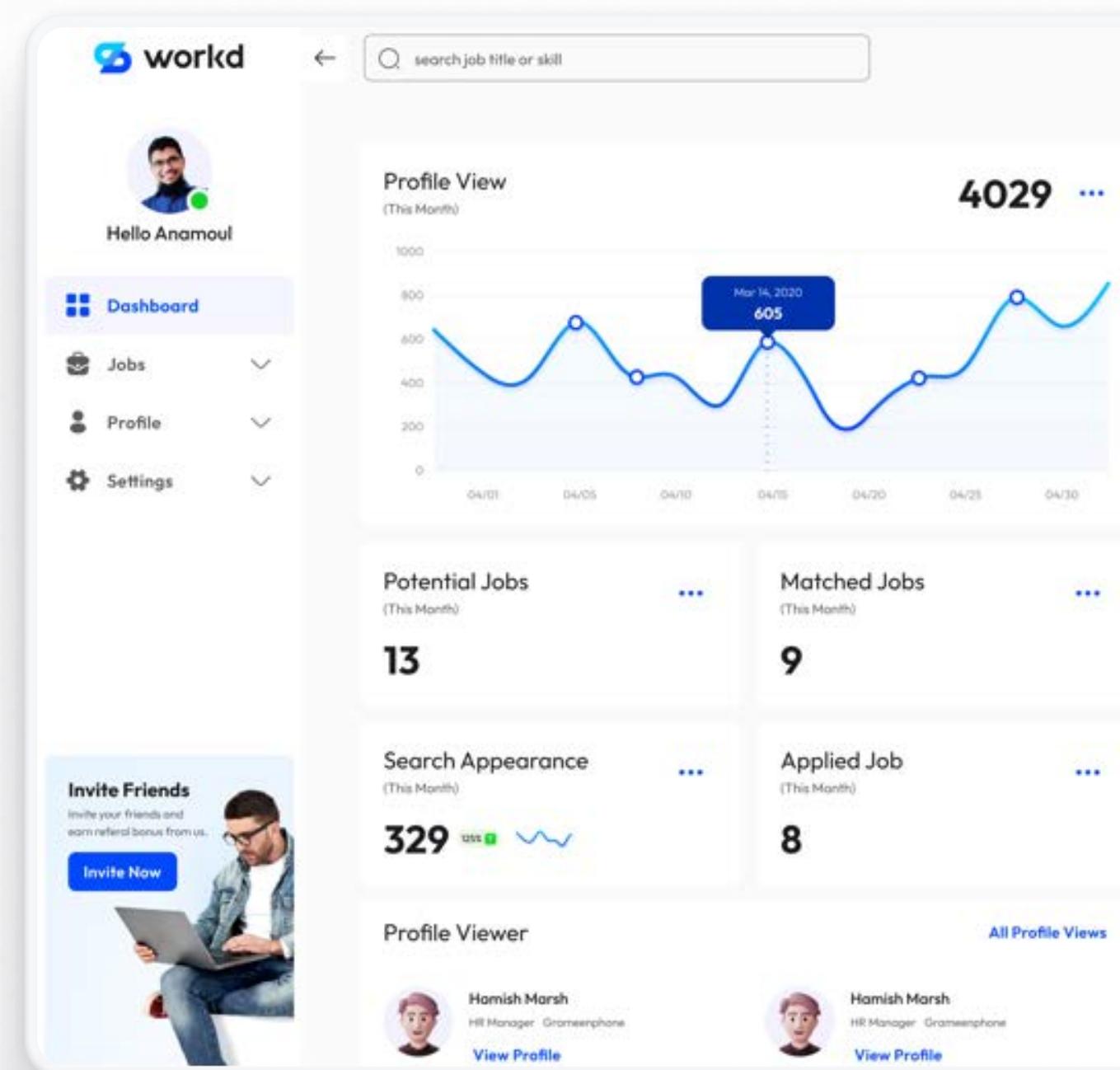
New Job Search

Let's get you hired by 30,000 employers

The Findings

We have sessions with 10 job seekers and 3 employers. We also had brainstorming discussion sessions with our internal cross-functional team members. So what we found-

- The job seekers used different platforms to apply for jobs but 75-80% time they don't get a response.
- It is a hassle to fill up a lot of input fields when applying for a job.
- Uploading relevant attachments is time-consuming and very hassling for low-speed internet connectivity.
- It is hard to reach the hiring team or company and also get informed on the hiring process.
- The employers get the applications from different platforms and 80-85% time they get irrelevant candidates.
- It hassles to sort out and organize the best candidates from a huge number of applicants. Also, automate the hiring process.



The Competitive Analysis

I analyzed BDJobs, LinkedIn, Glassdoor, Indeed, and other popular hiring platforms. I analyzed their user journey flows, job application process and the hiring process.

The screenshot shows the workd platform interface. On the left, there's a sidebar with a profile picture of 'Hello Anamoul', navigation links for 'Dashboard', 'Jobs' (selected), 'All Jobs' (highlighted in blue), 'Job For Me', 'My Jobs', 'Profile', and 'Settings'. Below this is an 'Invite Friends' section with a 'Invite Now' button. The main content area has a search bar at the top with 'Product Designer' typed in. Below it are several filter buttons: 'Date Posted', 'Job Type', 'Experience Level', 'On-Site/Remote', 'Company', and 'All Filter'. The main list shows 'Jobs in Dhaka' with 600 results. A 'Set Alert' button is available for this category. The list contains six job entries, each with a company logo, job title, location, and a status indicator (e.g., 'Applied on 23 May 20'). The first job is detailed on the right, showing the employer as 'Grameenphone Dhaka, Bangladesh', posted on 15 May 20, and expires on 30 May 20. It has 'Apply' and 'Save Job' buttons. Below the job listing is a message from 'Hamish Marsh', HR Manager at Grameenphone, with a 'Send Message' button. The detailed view also includes sections for 'Responsibilities' (a bulleted list of tasks) and 'Qualifications and Skills' (another bulleted list of requirements).

Product Designer
Grameenphone Dhaka, Bangladesh
Posted on 15 May 20 · Expire on 30 May 20

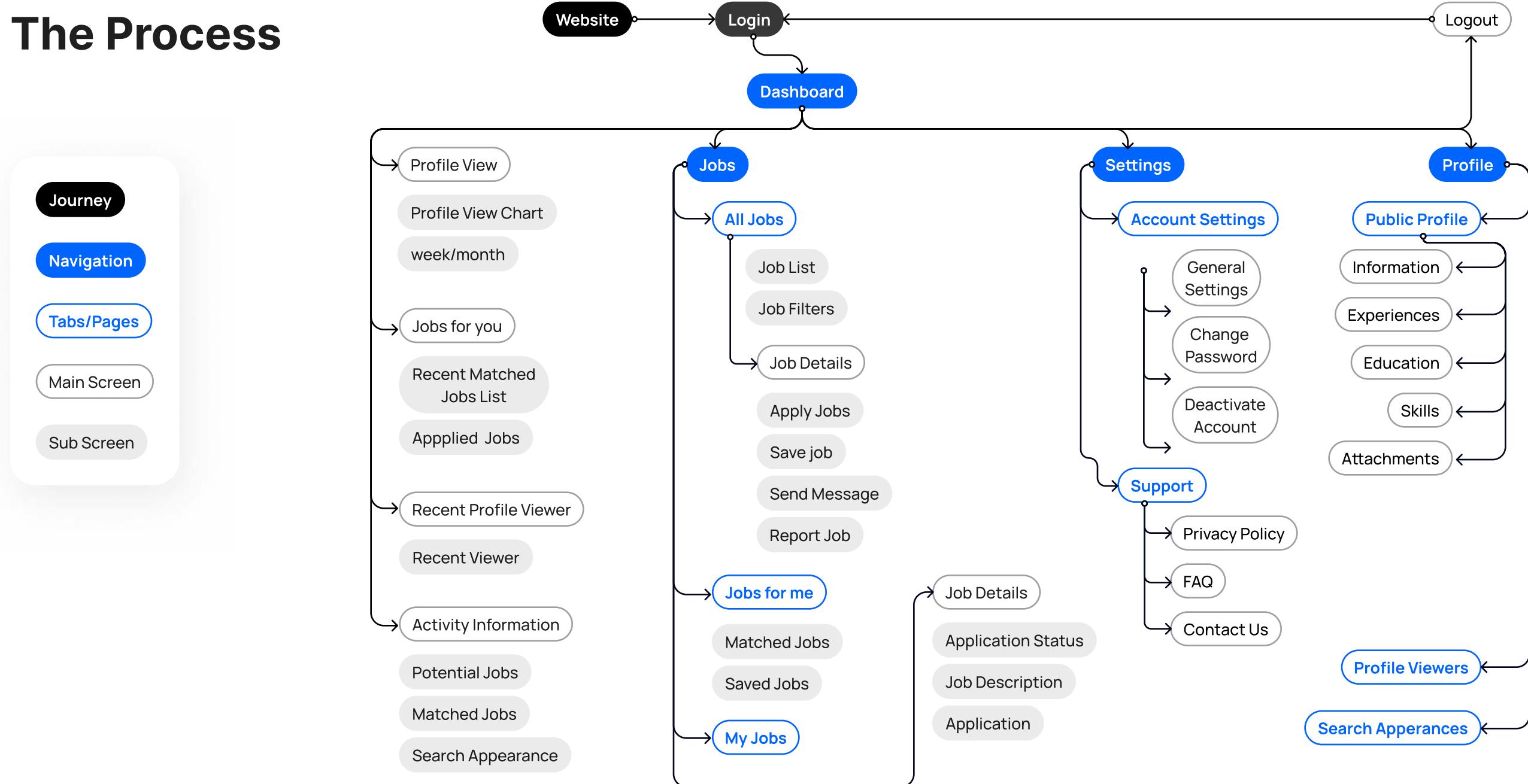
Responsibilities

- Work on and execute design projects from start to finish while meeting creative and technical requirements.
- Collaborate closely with engineers, researchers, clinicians and product managers to iterate rapidly.
- Work on the entire project lifecycle, from wireframes to detailed specs across multiple UX platforms.
- Participate in regular design reviews and other team-wide design efforts; create and contribute to a great design team culture.
- Participate in user-experience research and usability studies.

Qualifications and Skills

- BA/BS degree in Design, HCI, CS, or related field, or equivalent practical experience.
- 3+ years of relevant UX Design experience in consumer products, medical devices or other relevant areas.
- Portfolio of UX design work.
- Proven ability to work across the design process, from developing strong conceptual foundations

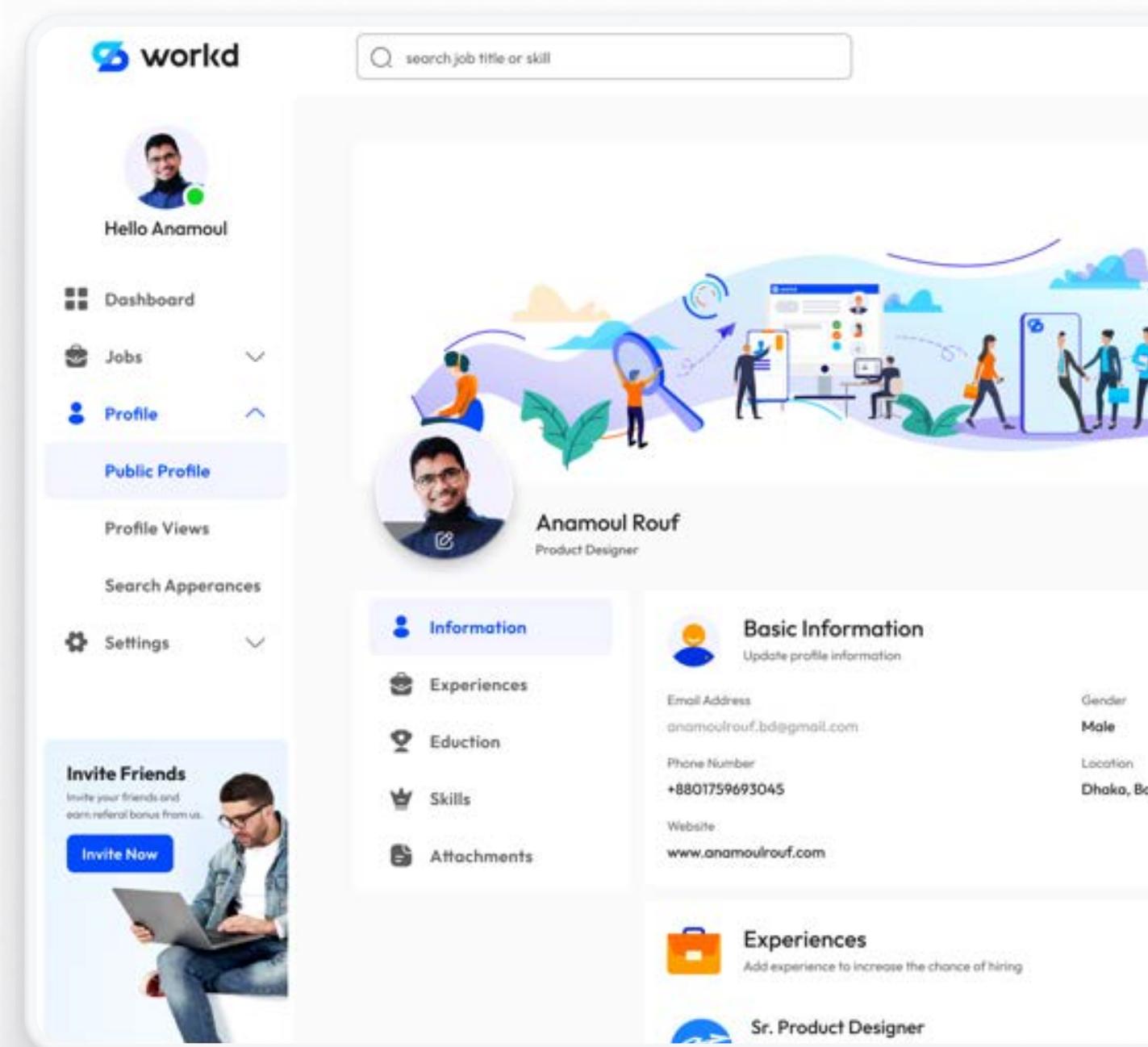
The Process



Sketches, Wireframing and Testing

The following steps were to sketch wireframes based on the user flow maps and built the flow and low-fidelity prototype for a series of testing sessions.

- Creating wireframes helped me to visualize the ideas and gave us the basic structure for how users would use the app.
- When creating these wireframes, we kept the user needs from the earlier findings and research in mind.
- I have done several testing sessions with a close group of users.

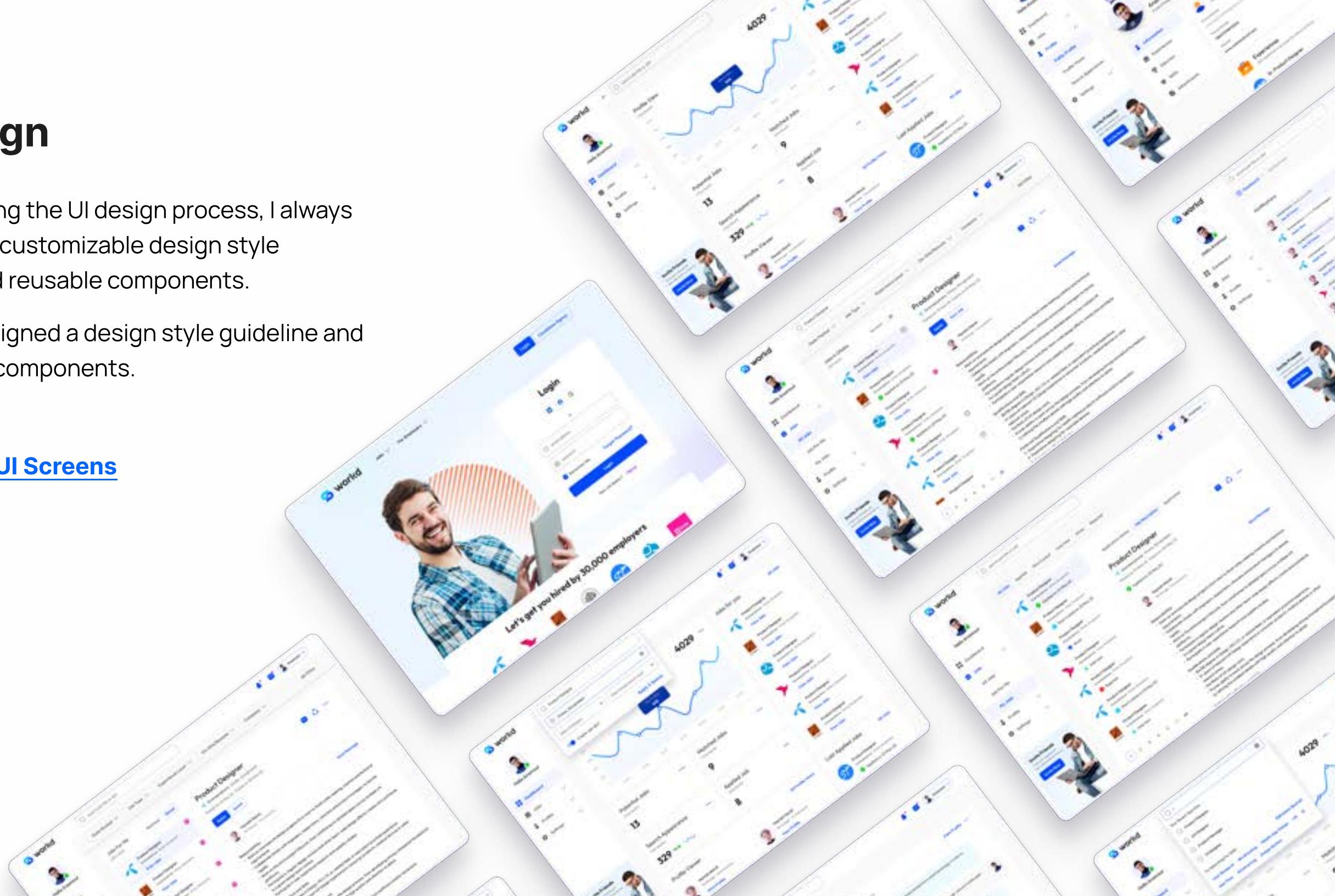


UI Design

Before starting the UI design process, I always built a highly customizable design style guideline and reusable components.

- I have designed a design style guideline and reusable components.

Explore the UI Screens



Dashboard

workd

←

search job title or skill

Anamoul



Hello Anamoul

Dashboard

Jobs

Profile

Settings

Invite Friends

Invite Now



Profile View
(This Month)

4029 ...

Product Designer

Grameenphone Dhaka, Bangladesh

View Jobs

Last Applied Jobs

All Profile Views

All Jobs

Profile Viewer

Product Designer

Search

The dashboard displays a search bar at the top with recent searches for Product Designer, UX Designer, Product Manager, and UI Designer. Below the search bar is a chart showing a significant increase in job applications from May 1st to May 10th, reaching 4029. The main content area includes sections for Potential Jobs (13), Matched Jobs (9), Search Appearance (329), Applied Job (8), Profile Viewer, and Last Applied Jobs.

Your Recent Searches

- Product Designer
- UX Designer
- Product Manager
- UI Designer

Jobs for you

Potential Jobs (This Month) **Matched Jobs** (This Month)

13 **9**

Search Appearance (This Month)

329

Applied Job (This Month)

8

Profile Viewer

Hannah Marsh (HR Manager) View Profile

Last Applied Jobs **All Jobs**

ST Product Designer **Applied on 23-May-20**

The dashboard is identical to the first one, but a modal window is open over the search bar. The modal contains fields for "Product Designer" and "Dhaka, Bangladesh", and dropdown menus for "Select Category" and "Select Experience Level". It also features a "Create Job Alert" button and an "Apply & Search" button. The rest of the interface is identical to the left dashboard.

Your Recent Searches

- Product Designer
- Dhaka, Bangladesh

Select Category **Select Experience Level**

Create Job Alert **Apply & Search**

Potential Jobs (This Month) **Matched Jobs** (This Month)

13 **9**

Search Appearance (This Month)

329

Applied Job (This Month)

8

Profile Viewer

Hannah Marsh (HR Manager) View Profile

Last Applied Jobs **All Jobs**

ST Product Designer **Applied on 23-May-20**

Job Board

The screenshot shows the workd job search interface. The top navigation bar includes a search bar with the query "Product Designer", a notification icon, and a user profile for "Anamoul". Below the header are filter options for "Date Posted", "Job Type", "Experience Level", "On-Site/Remote", "Company", and "All Filter". On the left sidebar, there are links for "Dashboard", "Jobs" (selected), "All Jobs", "Job For Me", "My Jobs", "Profile", and "Settings". A "Invite Friends" section features an image of a person using a laptop and a "Invite Now" button.

Jobs in Dhaka
600 results [Set Alert](#)

Product Designer
Grameenphone Dhaka, Bangladesh [View Jobs](#)

Product Designer
Grameenphone Dhaka, Bangladesh [Applied on 23 May 20](#)

Product Designer
Grameenphone Dhaka, Bangladesh [View Jobs](#)

Product Designer
Grameenphone Dhaka, Bangladesh [Applied on 23 May 20](#)

Product Designer
Grameenphone Dhaka, Bangladesh [View Jobs](#)

Hamish Marsh
HR Manager, Grameenphone [Send Message](#)

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Qualifications and Skills

- BA/BS degree in Design, HCI, CS, or related field, or equivalent practical experience.
- 3+ years of relevant UX Design experience in consumer products, medical devices or other relevant areas.
- Portfolio of UX design work.
- Proven ability to work across the design process, from developing strong conceptual foundations to refining the smallest details with high quality and attention to detail.

My Jobs

workd

Hello Anamoul

Dashboard

Jobs

- All Jobs
- Job For Me
- My Jobs

Profile

Settings

Invite Friends

Invite Now

search job title or skill

All Jobs Applied Short Listed Interview Hired Rejected

Application Status	Job Description	Application
	Product Designer Grameenphone Dhaka, Bangladesh Applied on 23 May 20	
	Product Designer Grameenphone Dhaka, Bangladesh Short Listed on 23 May 20	
	Product Designer Grameenphone Dhaka, Bangladesh Hired	
	Product Designer Grameenphone Dhaka, Bangladesh Interview	
	Product Designer Grameenphone Dhaka, Bangladesh Rejected	
	Product Designer Grameenphone Dhaka, Bangladesh Short Listed on 23 May 20	
	Product Designer Grameenphone Dhaka, Bangladesh Interview	

Product Designer

Grameenphone Dhaka, Bangladesh
Posted on 15 May 20. Expire on 30 May 20

Applied on 23 May 20

Hamish Marsh
HIT Manager - Grameenphone

Responsibilities

- Work on and execute design projects from start to finish while meeting creative and technical requirements.
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- Portfolio of UX design work.

My Profile

workd

search job title or skill

Anamoul

Hello Anamoul

Dashboard

Jobs

Profile

Public Profile

Profile Views

Search Appearances

Settings

Invite Friends

Invite Now

Anamoul Rouf
Product Designer

Information

Experiences

Education

Skills

Attachments

Basic Information

Update profile information

Email Address: anamoulrouf.bd@gmail.com

Gender: Male

Phone Number: +8801759693045

Location: Dhaka, Bangladesh

Website: www.anamoulrouf.com

Experiences

Add Experience

Messages

The screenshot shows the Workd app's interface with a light blue header bar. The header includes the 'workd' logo, a search bar with the placeholder 'search job title or skill', and notification icons for messages and notifications, along with a user profile for 'Anamoul'.

The main area has a white background. On the left, there's a sidebar with a user profile picture and the name 'Hello Anamoul'. Below it are navigation items: 'Dashboard', 'Jobs', 'Profile', and 'Settings', each with a small icon and a dropdown arrow.

The central part of the screen is titled 'Messages' and features a search bar labeled 'search by name'. Below this, a list of messages from 'Hamish Marsh' is displayed. Each message card includes the sender's profile picture, name, title ('HR Manager - Grameenphone'), a truncated message body, and a timestamp ('May 21, 2020, 7:51 PM').

On the right side of the screen, there's a detailed view of the first message from 'Hamish Marsh'. It shows his full profile picture, name, title, and two messages he sent. The first message reads: 'Keeping this in mind, Grameenphone always brings future-proof technology in order to facilitate your progress.' The second message reads: 'My goal was to craft a functional and delightful experience through web and mobile apps currently consisting of 1.2M+ & future billion users.' Below these messages is a 'View Profile' button and a three-dot menu icon.

At the bottom of the screen, there's a large input field labeled 'Write a message'.

Notifications

The screenshot shows the 'Notifications' section of the Workd app. At the top, there's a search bar with 'search job title or skill' placeholder text, a bell icon with a red dot, an envelope icon, and a user profile for 'Anamoul'. Below the header, the navigation bar shows 'Dashboard > Notifications'. On the left, a sidebar has 'Hello Anamoul' and links for 'Dashboard', 'Jobs', 'Profile', and 'Settings'. A 'Invite Friends' section at the bottom features a photo of a person using a laptop and a blue 'Invite Now' button.

Notifications

All Unread ...

- Hamish Marsh viewed your profile [See All Views](#)
- Grameenphone is hiring Product Designer [Apply Now](#)
- Hamish Marsh viewed your profile [See All Views](#)
- Grameenphone is hiring Product Designer [Apply Now](#)
- Hamish Marsh viewed your profile [See All Views](#)
- Grameenphone is hiring Product Designer [Apply Now](#)
- Hamish Marsh viewed your profile [See All Views](#)
- Grameenphone is hiring Product Designer [Apply Now](#)
- Hamish Marsh viewed your profile [See All Views](#)
- Grameenphone is hiring Product Designer [Apply Now](#)

Usability Testing

The goal was to assess the app's overall usability and identify areas for improvements that could facilitate the completion of the tasks. The participants were given the same set of jobs.

Due to the NDA issue, I've only shared the information authorized by the authority.

The image displays a composite of two screenshots from a job search application, likely Workd, used for usability testing.

Left Screenshot (Mobile/Dashboard View):

- User Profile:** Hello Anamoul
- Navigation:** Dashboard, Jobs (selected), All Jobs, Job For Me (highlighted), My Jobs, Profile, Settings.
- Invitation Feature:** Invite Friends (Invite Now button).

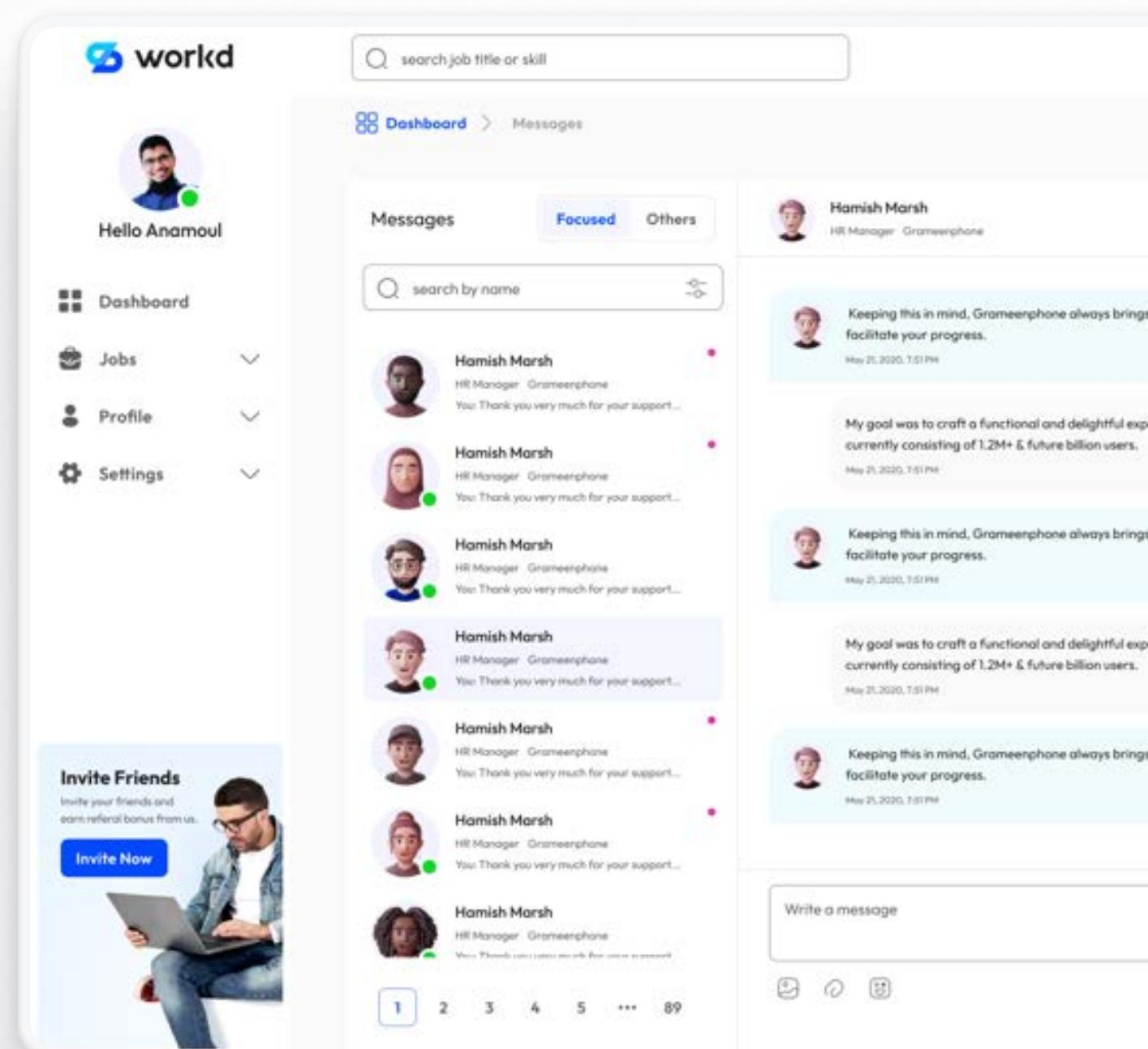
Right Screenshot (Desktop/Search Results View):

- Search Bar:** search job title or skill
- Filters:** Date Posted, Job Type, Experience Level, On-Site/Remote, etc.
- Results:** Jobs For Me (600 results)
- Job Listings:** (Listed under 'Matched' tab)
 - Product Designer at Grameenphone Dhaka, Bangladesh
 - Product Designer at Grameenphone Dhaka, Bangladesh
- Buttons:** Matched, Saved, Apply, Saved.
- Profile Card:** Hamish Marsh, HR Manager, Grameenphone.
- Details:** Responsibilities, Qualifications and Skills, Preferred Qualifications and Skills.

Refine & Deploy

Based on the usability testing sessions, we refined and updated the design. Then, we created deliverables for development handover. I maintained continuous communication with the developers during the development period.

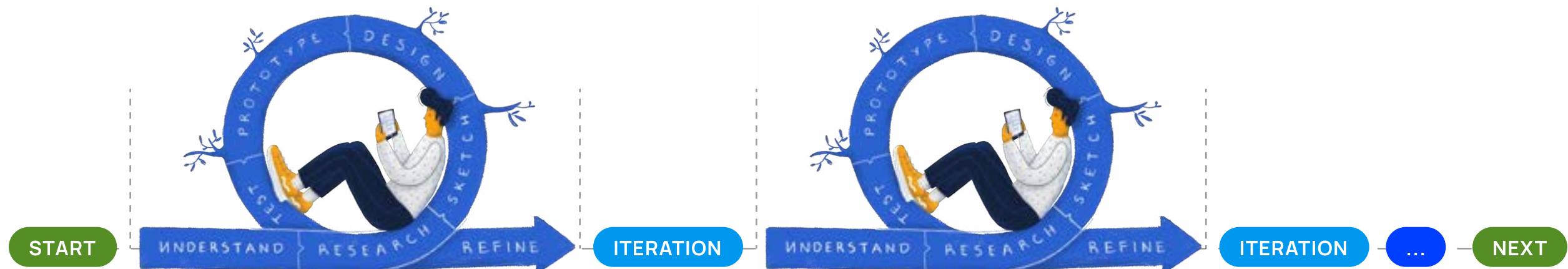
After the successful deployment, it is time to collect feedback from the user.



Results & Future Iteration

We've monitored and measured the results for the first 6 months.

- The number job applications success rate was **increased by 35%**.
- A job portal with more efficiency and functionality job search experience.



Thank you

Feel free to reach me

✉️ anamoulrouf.bd@gmail.com 🌐 <https://anamoulrouf.com>

The screenshot shows the Workd app's dashboard. At the top, there's a search bar with the placeholder "search job title or skill". Below it is a user profile section with a circular photo of a man and the name "Hello Anamoul". To the right of the profile are several statistics: "Profile View (This Month)" at 4029, a line graph showing views over time with a peak of 605 on Mar 16, 2020; "Potential Jobs (This Month)" at 13; "Matched Jobs (This Month)" at 9; "Search Appearance (This Month)" at 329; "Applied Job (This Month)" at 8; and a "Profile Viewer" section showing two entries for "Hamish Marsh" from "Grameenphone". On the far right, there are vertical icons for "Jobs for You", "Banglalink", "Grameenphone", and "ST".

workd

Hello Anamoul

Dashboard

Jobs

Profile

Settings

Invite Friends

Invite Now

Profile View
(This Month)

4029

Profile View (This Month)

605

Potential Jobs
(This Month)

13

Matched Jobs
(This Month)

9

Search Appearance
(This Month)

329

Applied Job
(This Month)

8

Profile Viewer

Hamish Marsh

Hamish Marsh

All Profile Views

Last Ap

ST