Hello, I am
Anamoul Rouf

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https://anamoulrouf.com/portfolio/Portfolio-Anamoul-Rouf.pdf 🛠

User-Centric UX Product Designer with **8+ years** of experience crafting user-centric, seamless experiences for mobile apps, web applications, and websites. Proficient in Figma, FigJam, and a wide range of design tools, I excel in data-informed, empathetic design practices that balance user needs and complex business goals.

- I have successfully contributed to the launch of over **8 mobile apps**, **15 web applications**, and **35 websites**, helping startups and product-driven companies achieve measurable success through a user-centered design approach.
- Developed **Design Systems** across organizations, improving team productivity by an average of 25%.

Work History

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

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

- Designed intuitive interfaces for the **Curogram, Sick Mobile App, Sick Web App, Curogram Admin Portal**.
- Partnered with product managers, developers, and business teams to streamline workflows and improve product usability.
- Established and maintained a **Design System** in Figma, ensuring consistent UI components across platforms.

Sr. Product Designer at Continental Expedited Services (CES) (May 2024 – Present)

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

- Led the design team to reshape the freight-moving experience, focusing on usability and functionality. Collaborated with stakeholders and cross-functional teams to refine the product vision and streamline the handoff process.
- Conducted UX research and created diagrams, wireframes, visual mockups, and interactive prototypes using FigJam and Figma. Maintained a robust design system, ensuring consistency across CES's platforms.
- Supported CES's mission of integrating cutting-edge technology and efficient logistics systems, enabling faster and more sustainable freight solutions.

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.

- Designed Web3 and metaverse economic engines for products such as **KAP Games, Heimdall App, Kapital DAO Staking**.
- Collaborated with stakeholders and cross-functional teams to refine product vision and enhance the handoff process.
- Conducted UX research and created diagrams, wireframes, visual mockups, and interactive prototypes in FigJam and Figma. Developed and maintained a comprehensive Design System, ensuring consistency and reducing design time by 20%.

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 to serve 2M+ users through mobile apps, portals, and a SaaS platform.
- Spearheaded the creation of **Shipper App, Driver App, Website, User Portal, Business Portal, Fleet Management, Admin Portal**.
- Achieved a **35% increase in trip completion rates** and **reduced fraudulent cases by 30%** through strategic design improvements.
- Enhanced team productivity by 25% by implementing and maintaining a robust Design System.

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

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

- Designed user-centric experiences for 2 mobile apps, a B2B portal, and a SaaS platform, serving 1.2M+ users. (**ShareTrip Website, ShareTrip Android App, ShareTrip iOS App, ShareTrip Agent App, B2B Portal, STHotels, STOps**).
- Led a team of 4 designers, boosting usability by 54% and driving a 56% increase in active users within 6 months.
- Facilitated seamless booking experiences with an 86% success rate through intuitive interface designs.
- Established a Design System, increasing team productivity by 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)

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)

+ More

Skills

UX Research
- User Interview
- Competitor Analysis
- Contextual Inquiry
- Information Architecture
- User Journey Map
- Sketches & Wireframing
- Rapid Prototyping
- Heuristic Evaluation
- Usability Testing
- Accessibility Testing

UI Design
- Design System
- High fidelity Design
- Design Documentation
- Design Hand-off

+ 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.

+ More