

Anamoul Rouf

I'm a **Product Designer** with **7+ years** of working experience in building bridge between business, technology and human.

I believe in design practice that is data-informed and driven by empathy. I find the balance between complex business requirements and user needs, through a user-centric design approach.

Work History

Product Design Manager [Truck Lagbe Limited](#)

Dhaka, Bangladesh; From MAY 2021 to Continue.

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

- I'm leading the most talented a team of 5+ designers and design **functional and useable products** for the current **2M+ & future billion** users.
- **Conceive**, plan and drive the development of high-end, **useful digital products**.
- **Facilitated** the design team in developing and maintaining the **design system**, implementing the design process to increase team productivity by around 25%.

Sr. Product Designer [ShareTrip Inc.](#)

Dhaka, Bangladesh; From SEP 2018 to APR 2021.

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

- My goal was to craft a functional and delightful experience through web and mobile apps currently consisting of **1.2M+ & future billion users**.
- Assembled informative insights from **research** and **interviews**. Made strategic decisions using **rapidly testing** and design thinking approach, **improved usability by about 54%**.
- Collaborated & co-ordinated with CEO, engineers, and other stakeholders to define UX problems and improve user engagement and **generated about 56% growth** in active users in 4 months.
- **Designed and evaluated** a centralized **Design System**. Maintained consistency and continuity, **save around 25%** of designers' and developers' **productive time**.
- Created seamless and intuitive **booking experience** through the platform with about **86% success rate**.

UX Consultant [JoBike](#)

Dhaka, Bangladesh; From JAN 2019 to From JUN 2019.

Jobike is an on-demand bicycle-sharing service. Worked on **3+ web & mobile apps**.

- **Redesign** & automate the **support system** and also **enhance the bicycle battery efficiency by 30%**.
- Designed a more **improved & secured** user account **recharge process**, which helps to get positive user reviews.

UI & UX Designer [Beatnik Digital](#)

Dhaka, Bangladesh; From FEB 2016 to FEB 2018.

Beatnik is a 360 creative agency based in Dhaka, Bangladesh.

- **Successfully worked** on around **25+ web and mobile app design projects** for many renowned brands like- Banglalink, Berger Paints BD, Burger King BD, Bengal Meet, IPDC Finance, etc.
- **Convinced** the importance of User Experience and engaged the core team and stakeholders throughout the design process. **Led** kick-off meetings, interviews, design studios, and user testings.

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Education

Human-Centered Design

UCSan Diego (Coursera)

2019 - 20

Design Thinking for Innovation

Darden School of Business (Coursera)

2020 - 21

Conducting Usability Testing

The Interaction Design Foundation

2020 - 21

Gamification

University of Pennsylvania (Coursera)

2020 - 21

Foundations of UX Design

Google Career Certificates (Coursera)

2020 - 21

BBS, Business Studies

National University , Bangladesh.

2005 - 09

[+ More](#)

UX Research

- Interview & Survey
- Contextual Inquiry
- Competitive Analysis
- Heuristic Evaluation
- Think Alouds
- Usability Testing [+ More](#)

Design

- Persona & Scenario
- Storyboarding
- Sketches
- Wireframing & Rapid Prototyping
- High-Fidelity Visual Design
- Design System Design & Development [+ More](#)

Tools

- Figma
- Adobe Xd
- Miro
- FigJam
- Balsamiq
- Zeplin
- Adobe Creative Suit [+ More](#)

Work Interest

- AR & VR Design • Design for AI-Driven Tech
- User Survey Data Analysis.