

Anamoul Rouf

Product Designer

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Hiring Manager

Mindfuel,
Franz-Joseph-Straße 18,
80801 München, Germany.

Dear Hiring Manager,

I'm excited about the **Senior Product Designer role at Delight**. With over **8 years in UX design**, I've crafted user-centric experiences for mobile apps, web applications, and websites. At Continental Expedited Services, I led the design team to reshape the freight-moving experience, focusing on usability and functionality. At Playground Labs, I designed Web3 and metaverse economic engines, and at Truck Lagbe Limited, I led a team of designers to serve over 2 million users, achieving a 35% increase in trip completion rates.

1. At Playground Labs, I worked collaboratively with a cross-functional team to shapeup our products on different platforms (**KAP Games, Heimdall App, Kapital DAO Staking, KAP DS**). I helped team to develop diagrams, wireframes, visual mockups, click-through, and prototypes.
2. At Truck Lagbe, I helped the team to design 2 B2C and 1 B2B mobile app, 1 SAAS platform, 2 Admin Portal, and 1 centralised **Design System**. I also helped team to improve and implement the design process, and increased team productivity by around 25%. Introduced the practice of iterative testing and **achieved 45% usability improvement** rate per iteration. Worked on several **B2B and B2C** products (**Shipper App, Driver App, Website, User Portal, Business Portal, Fleet Management, Admin Portal**).
3. At Sharetrip, I led the product team designing 3 B2C, 2 B2B, 1 SAAS product, 1 Admin Portal and ST Design System. We have crafted a seamless and intuitive booking experience with **86% success rate** throughout the platforms, making an impact on the company's revenue. I also worked on several B2B product solutions (**B2B Portal, STHotels, STOps**).

I'm proficient in Figma and have experience maintaining design systems, ensuring consistency across platforms. Collaborating closely with product and engineering teams has been a staple in my career, ensuring seamless design-to-development handoffs. Mentoring designers is something I value, and I believe in fostering a collaborative environment where creativity thrives. Gathering user feedback and conducting usability testing are integral parts of my process to refine designs that truly resonate with users.

Delight's mission to redefine how AI and data teams operate aligns with my passion for creating intuitive, impactful user experiences. I'm excited about the opportunity to contribute to your platform and help users unlock the full value of their data products.

Looking forward to the possibility of working together!.

Best regards,

Anamoul Rouf.

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