

Anamoul Rouf

I'm a **Product Designer** with more than **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 at [Truck Lagbe Limited](#) From MAY 2021 to Continue.

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

- I'm leading the most talented 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 at [ShareTrip Inc.](#) 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 (part-time) at [JoBike](#) 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 at [Beatnik Digital](#) 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

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

BBS, Business Studies

National University , Bangladesh 2005 - 09

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Skills

- | | |
|-----------------------|------------------------|
| • User Interview | • Heuristic Evaluation |
| • Competitor Analysis | • Usability Testing |
| • Persona | • Think Alouds |
| • Scenario | • Rapid Prototyping |
| • Storyboarding | • Visual Design |
| • Contextual Inquiry | • Design System |
| • Sketches | • Design |
| • Wireframing | • Documentation |

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Tools

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

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Work Interest

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